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## COMMISSION EXHIBITS

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12	Financial Statement of Clorox Chemical Co., 1957 .....	13X
14	Procter & Gamble application for listing on the New York Stock Exchange .....	17X
17	Procter & Gamble sales manual for toilet goods sales department .....	20X
18	Procter & Gamble sales manual for case goods sales department .....	26X
21	Procter & Gamble memorandum on CSM Program .....	83X
27	Agreement between Clorox Chemical Co. and The Procter & Gamble Company, May 28, 1957 .....	91X
28	Clorox Chemical Co. proxy statement, July 1, 1957 .....	106X
84	Procter & Gamble contest involving Camay and Ivory Snow .....	115X
111	Procter & Gamble contest involving soap and detergent .....	117X
153	Procter & Gamble brochure involving Comet	126X
214	Clorox Chemical Co. 1957 Spring House-cleaning promotion .....	135X
279	Procter & Gamble Wife-Saver Sale .....	137X
321	Study of brands of washing products used in urban and rural homes, April 22, 1957 ..	143X
323	Memorandum dated February 28, 1957, Link to Snow .....	147X
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336	Clorox Advertisement in Erie, Pa., Times, November 25, 1957 .....	156X
* 342	Procter & Gamble domestic advertising and sales promotion—all brands, 1956 and 1957. <i>In Camera</i> volume .....	423X
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374	Clorox Chemical Co. letter to distributors, July 20, 1956 .....	164X
* 399	Clorox Chemical Co. letter to distributors, November 1, 1957. <i>In Camera</i> volume ....	424X
* 403	The Clorox Company advertising and promotional expenditures, August 1, 1957-October 31, 1957. <i>In Camera</i> volume .....	420X
413	Clorox Chemical Co. press release, April 22, 1957 .....	167X
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424	Clorox Chemical Co. advertisement reprint	174X
429	Letter, The Clorox Company to The Paul E. Kroehle Co., January 24, 1958 .....	175X
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438	Purex Corporation, Ltd. Annual Report, 1957 .....	178X
443	Purex Corporation, Ltd. net sales of liquid bleach 1952-1957 .....	187X

\* Pursuant to a stipulation approved by the Court, the *In Camera* exhibits have been printed in a separate volume, which is the last volume of the Joint Appendix.

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447	Leading National Advertisers—12 months 1957 .....	188X
450	Erie, Pa., Liquid Bleach Audit .....	189X
454	Purex Corporation, Ltd. memorandum, October 12, 1957 .....	191X
458	Purex Corporation, Ltd. liquid bleach prices January 1956-April 1958 .....	194X
* 464	Linco Distributing Corporation sales 1952-1957. <i>In Camera</i> volume .....	428X
* 465	Linco Distributing Corporation selling prices. <i>In Camera</i> volume .....	428X
* 469	Linco Distributing Corporation advertising expenditures. <i>In Camera</i> volume .....	429X
* 472	Hood Chemical Co. Inc. net sales of liquid bleach. <i>In Camera</i> volume .....	430X
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* 479	Hood Chemical Co. Inc. advertising and promotion expenditures, 1952-1957. <i>In Camera</i> volume .....	431X
* 483	Roselux Chemical Co. Inc. bleach sales, 1952-1957. <i>In Camera</i> volume .....	432X
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* 512	Gardiner Manufacturing Co., Inc. advertising expenditures, 1952-1957. <i>In Camera</i> volume .....	440X
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* 530	Chemicals, Inc. Vano liquid bleach case sales, 1952-1957. <i>In Camera</i> volume .....	444X
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538	Clorox Chemical Co. and The Clorox Company television spot announcements, 1956-1958 .....	214X
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NUMBER	Description	PAGE
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### RESPONDENTS' EXHIBITS

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88	Nielsen Food Index—Special Report on Erie County, Pennsylvania—Household Bleaches ( <i>In Camera</i> exhibit, not reproduced in the Joint Appendix pursuant to stipulation)	
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NUMBER	Description	PAGE
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134	Nielsen Food Index—Liquid Household Bleaches—Clorox Share of Market 1953- 1961 (32 oz. Equivalent Unit Basis) ....	399X
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Commission's Exhibit No. 6  
Procter's Annual Report for year ended  
June 30, 1957

# THE PROCTER & GAMBLE COMPANY

FEDERAL TRADE COMMISSION  
WASHINGTON, D. C. 20540  
IN THE MATTER of The Procter & Gamble Company  
11/16/57  
WITNESS  
J. E. [Signature]  
[Signature]  
[Signature]

EX-100  
MAILED  
JUL 1 1957  
U. S. DEPT. OF JUSTICE  
FEDERAL BUREAU OF INVESTIGATION  
WASHINGTON, D. C.

1837  1957 • ANNUAL REPORT FOR YEAR ENDED JUNE 30, 1957



## LETTER TO SHAREHOLDERS

*To the shareholders of The Procter & Gamble Company:*

We submit herewith the annual report of The Procter & Gamble Companies for the fiscal year ended June 30, 1957.

Consolidated net sales for the year were \$1,156,389,726. After deducting all costs, including depreciation, taxes, marketing and other expenses, the consolidated net earnings of all the Companies for the year amounted to \$67,807,376. This was equivalent to \$3.44 per share on the average number of shares of common stock outstanding during the year. The comparable figure for the preceding year was \$3.05 per share.

During the fiscal year ended June 30, 1957 three quarterly dividends of 45¢ each and a fourth quarterly dividend of 50¢ were declared and paid. So far in the fiscal year beginning July 1, 1957 a quarterly dividend of 50¢ per share has been declared and is payable August 15.

In August 1956 the Company completed the acquisition of the various parts of the Duncan Hines business, thereby entering the baking mix business with cake mixes, pancake mixes and others. In January 1957 the Company completed the acquisition of Charmin Paper Mills Inc., and thus became a modest factor in the paper tissues business. Marketing of both the Duncan Hines mixes and the Charmin tissues continues in those sections of the country in which they were being sold by the predecessor companies.

Under its policy of generating the greater part of its growth from within, the Company during the past year has moved forward in practically all the areas of its operation, both domestic and overseas. This has been in the face of intense competition, a condition which naturally follows from the fact that there is ample production capacity in our industries. We feel that the Company has been successful this year, as in the past, in maintaining the growth of its business and, at the same time, maintaining soundly profitable operations.

There are, of course, two major requirements which must be met by a company in order that it may move forward: qualified employees at all levels and adequate financing. On both of these fronts we consider the Company to be well protected.

It has not been a simple matter to staff our organization throughout with top-quality people during these recent years when the demand for quality employees has been heavy from all segments of our economy. However, through insistence on the maintenance of high standards and through vigorous recruitment, we have been able not only to maintain but, in our judgment, to improve the quality of our organization. This is a statement which is of major importance to our shareholders.

The financing of the Company's business has been assured for some considerable period ahead by the issuance of \$70 million of 3 $\frac{7}{8}$ % debentures in September 1956. As was said at the time, a substantial part of this money was needed to provide for additional woodland and for expansion of the production facilities of our dissolving pulp mill at Foley, Florida. The balance of the funds raised is to take care of further fixed and working capital needs of other parts of the business. The projects for which these funds were intended are proceeding on schedule. Pending the full use of these funds for Company capital purposes, the unused balance has been

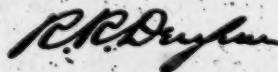
invested at a return which is equal to or better than the interest cost of the Company debentures.

In April of this year, an agreement was reached with Clorox Chemical Co. of Oakland, California for the acquisition of the properties and business of that company in exchange for Procter & Gamble common stock. The agreement has been ratified by the stockholders of Clorox Chemical Co. and the acquisition was effectively completed on August 1. While this is a completely new business for Procter & Gamble, taking it for the first time into the marketing of a household bleach and disinfectant, it is one that fits well with the Company's experience in manufacturing and marketing household products.

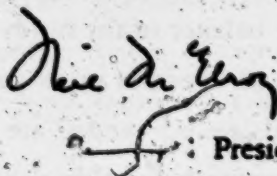
As we look to the future, we feel that our 56,000 shareholders can join the Management in a feeling of confidence that a combination of well-planned research, competent and imaginative organization, and financial soundness has prepared the Company to take advantage of the opportunities of the future as they are sure to exist.

The Financial Statements showing the consolidated financial position of the Companies as of June 30, 1957, and the results of their operations for the year, together with figures for the prior year, are set forth in the following pages.

Respectfully,



Chairman of the Board



President

Cincinnati, Ohio

August 2, 1957



# THE PROCTER &

## and Subsidiary

### CONSOLIDATED BALANCE SHEET

ASSETS	1957	1956
▷ CURRENT ASSETS:		
Cash.....	\$ 42,078,359	\$ 42,650,289
U. S. Government and other marketable securities, at cost (approximately market).....	61,971,210	4,717,709
Accounts receivable, less reserve of \$386,803 for 1957 and \$322,361 for 1956.....	\$7,704,934	44,931,161
Merchandise and materials; at the lower of cost (partly LIFO) or market.....	170,576,810	160,734,294
Total current assets.....	\$332,331,313	\$253,033,453
▷ LOANS, RECEIVABLES, ETC., less reserves.....	\$ 15,234,813	\$ 10,744,624
▷ PROPERTY, PLANT AND EQUIPMENT, at cost:		
Land.....	\$ 13,402,040	\$ 11,638,122
Timberlands, less depletion.....	17,682,236	16,360,784
Buildings and equipment.....	447,639,947	391,382,830
Total.....	\$478,724,223	\$419,381,736
Less accumulated depreciation.....	155,078,281	138,589,738
Property, plant and equipment, net.....	\$323,645,942	\$280,791,998
▷ GOODWILL, PATENTS AND LICENSES.....	\$ 6,433,758	\$ 2,519,993
▷ PREPAID EXPENSES AND DEFERRED CHARGES.....	\$ 10,626,797	\$ 7,026,018
TOTAL.....	\$688,272,623	\$554,116,086

See notes to financial statements.

# GAMBLE COMPANY

Companies

SH ET. JUNE 30, 1957 AND 1956

LIABILITIES	1957	1956
▷ CURRENT LIABILITIES:		
Domestic bank loans.....	—	\$ 9,000,000
Debt of subsidiaries due within one year....	\$ 11,761,320	8,657,057
Accounts payable and accruals.....	77,418,409	69,002,048
Federal taxes on income, less U. S. Government securities of \$49,501,700 for 1957 and \$51,042,461 for 1956.....	—	—
Other taxes.....	15,831,124	12,547,526
Total current liabilities.....	\$105,010,853	\$ 99,206,631
▷ LONG-TERM DEBT (maturing after one year):		
Debentures, 3½% (due 1967 to 1981).....	\$ 70,000,000	—
Notes, 3½% (due 1963 to 1972).....	30,000,000	\$ 30,000,000
Debt of subsidiaries (due 1958 to 1973).....	13,564,824	8,642,320
Total long-term debt.....	\$113,564,824	\$ 38,642,320
▷ RESERVES:		
Self-insured risks.....	\$ 4,979,665	\$ 4,807,978
Foreign exchange fluctuations.....	2,620,000	2,310,000
Total reserves.....	\$ 7,599,665	\$ 7,117,978
▷ CAPITAL AND RETAINED EARNINGS:		
Preferred shares.....	\$ 2,250,000	\$ 2,250,000
Common shares.....	39,737,328	38,823,612
Additional paid-in capital.....	30,806,920	10,021,672
Earnings retained for use in the business....	389,303,033	358,053,873
Total capital and retained earnings.....	\$462,097,281	\$409,149,157
TOTAL.....	\$688,272,623	\$554,116,086

# THE PROCTER & G

*and Subsidiaries*

## STATEMENTS OF CONSOLIDATED EARNINGS AND CONSOLIDATED BALANCE SHEETS YEARS ENDED JUNE 30

### EARNINGS

	1957	1956
Net Sales.....	\$1,156,389,726	\$1,038,290,374
Cost of products sold.....	741,093,993	663,096,681
Gross profit.....	\$ 415,295,733	\$ 375,193,693
Marketing, general and administrative expenses.....	277,038,781	254,092,933
Earnings from operations.....	\$ 138,256,952	\$ 121,100,740
Interest on investments, etc.....	2,993,320	1,462,391
Other income, net.....	770,568*	310,323
Interest expense.....	4,036,358*	1,944,765*
Earnings before taxes on income.....	\$ 136,443,146	\$ 120,928,689
Federal income taxes.....	\$ 58,880,000	\$ 54,240,000
Other income taxes.....	9,755,770	7,372,218
Total taxes on income.....	\$ 68,635,770	\$ 61,612,218
Consolidated Net Earnings.....	\$ 67,807,376	\$ 59,316,471

\*Denotes deduction.

See notes to financial statements.

# GAMBLE COMPANY

by Companies

## ADJUSTED EARNINGS RETAINED FOR USE IN THE BUSINESS

30, 1957 AND 1956

### EARNINGS RETAINED FOR USE IN THE BUSINESS

	1957	1956
Balance, beginning of year .....	\$358,053,873	\$332,809,212
Add:		
Consolidated net earnings .....	67,807,376	59,316,471
Total .....	\$425,861,249	\$392,125,683
Deduct:		
Common dividends—\$1.85 per share in 1957 and \$1.75 in 1956 (after applying the two-for- one stock split which became effective on June 1, 1956) .....	\$ 36,378,216	\$ 33,891,810
Preferred dividends—\$8 per share .....	180,000	180,000
Total dividends .....	\$ 36,558,216	\$ 34,071,810
Balance, end of year .....	\$389,303,033	\$358,053,873

8X



# NOTES to financial statements

1. Goodwill, patents and licenses at June 30, 1957 includes goodwill of \$6,433,757, which represents the excess of the purchase price of going businesses acquired by the Company over the value ascribed to the net tangible assets acquired. It is the Company's present intention not to amortize amounts carried in this account.
2. The debentures (issued and sold at par in September 1956) may be redeemed at the option of the Company, as a whole or in part, at any time, as specified in the indenture. Sinking fund payments are required commencing in 1967.

The long-term notes may be prepaid at the option of the Company as specified in the loan agreement. Annual prepayments are required commencing April 1, 1963. At June 30, 1957, under covenants contained in the loan agreement, the Company was limited to approximately \$142,000,000 as to aggregate payments which could be made for dividends on its capital stock, the purchase thereof, and similar purposes.

3. There were 22,500 shares of 8% (cumulative) preferred stock of \$100 par value each authorized and outstanding at June 30, 1957 and 1956; also, at those dates, 457,500 shares of authorized \$100 par value preferred stock were undesignated and unissued.

The authorized common stock of the Company amounted to 25,000,000 shares of \$2 par value each at June 30, 1957 and 1956. There were 19,868,664 shares and 19,411,806 shares outstanding at June 30, 1957 and 1956, respectively.

During August 1957 the Company will issue 639,578 shares of its common stock for the acquisition of the net assets and business of Clorox Chemical Co.

4. Additional paid-in capital increased in the amount of \$20,785,248 during the year, details of which are as follows: \$1,072,590 represented the excess of proceeds over the par value of 34,387 shares of common stock sold under the Stock Option Plan; and \$19,712,658 represented the excess of the market value over (a) the par value of 422,471 new shares, and (b) the cost of 71,900 treasury shares of common stock exchanged for the net assets or capital stocks of businesses acquired.
5. Under the Stock Option Plan, adopted by the shareholders on October 9, 1951, as amended, ten-year options were granted in 1952 through 1956 to certain officers and employees to purchase common shares of the Company at the market price on the granting dates. Unoptioned shares available for option amounted to 222,400 shares and 300,600 shares at June 30, 1957 and 1956, respectively. Information for the year with regard to the Plan is set forth below:

Option Price	Outstanding July 1, 1956	Options (Number of Shares)		Outstanding June 30, 1957
		Changes During Year Issued	Exercised	
\$32.375 (1952)	71,006	—	18,670	52,336
33.688 (1953)	195,192	—	15,047	180,145
44.813 (1954)	104,610	—	670	103,940
49.8438 (1955)	46,786	—	—	46,786
50.875 (1956)	—	78,200	—	78,200
Total	<u>417,594</u>	<u>78,200</u>	<u>34,387</u>	<u>461,407</u>

6. The consolidated financial statements include net assets and earnings of subsidiaries operating abroad stated in terms of U. S. currency, as follows: net assets — 1957, \$81,882,995; 1956, \$75,306,560; net earnings — 1957, \$11,476,554; 1956, \$7,189,849.
7. Depreciation provided: \$22,125,764 for 1957 (including \$4,085,000 applicable to properties of approximately \$21,500,000, being amortized over five-year periods under Certificates of Necessity); \$19,486,564 for 1956.

## REPORT of independent auditors

### HASKINS & SELLS

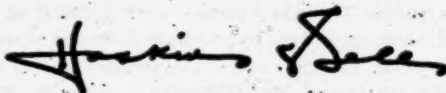
CERTIFIED PUBLIC ACCOUNTANTS

FIRST NATIONAL BANK BUILDING  
CINCINNATI 2

To the Board of Directors of  
The Procter & Gamble Company:

We have examined the consolidated balance sheet of The Procter & Gamble Company and subsidiary companies as of June 30, 1957 and the related statements of consolidated earnings and consolidated earnings retained for use in the business for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying consolidated balance sheet and statements of consolidated earnings and consolidated earnings retained for use in the business present fairly the financial position of the companies at June 30, 1957 and the results of their operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.



August 2, 1957.

## SHAREHOLDERS' meeting

The next annual meeting of the shareholders will be held on Tuesday, October 8, 1957. The Management intends to solicit proxies for the annual meeting and it is expected that a notice of the meeting, together with a form of proxy and proxy statement, will be mailed to shareholders prior to September 27, 1957.

# HIGHLIGHTS OF THE YEAR

*During the 1956-57 fiscal year, the Company's business continued to move forward. This continued progress can best be illustrated by a review of some of the highlight events of the past year.*



## DIVERSIFICATION

During the past fiscal year, the Company entered the prepared baking mix and household paper tissue fields by adding Duncan Hines prepared mixes and Charmin paper products to the Company's list of consumer brands. Procter & Gamble's technical knowledge and manufacturing experience fit very well into the development and production of these types of products. In addition, both prepared mixes and paper tissue products are low-priced, rapid turnover, household items sold primarily through grocery, drug and department stores—the type of goods which the Company is accustomed to market.



## NEW PRODUCTS

During the 1956-57 year, two new Procter & Gamble brands moved into national distribution. These products were Comet cleanser and Big Top peanut butter.

In addition, Blue Dot Duz, a household synthetic detergent, and Zest, a new type bar for face and hands and for the bath, were introduced into a substantial portion of the country.



## NEW FINANCING

In September 1956 the Company borrowed \$70,000,000 through a public offering of 25-year debentures. Part of the new money is being used in connection with the Foley, Florida dissolving pulp plant: to acquire additional woodland, expand the plant facilities and provide additional working capital. The balance of the new money will be used for capital investment and working capital needed for other parts of the business.

## EMPLOYEE RELATIONS

This year the Company noted the 70th anniversary of its first Profit Sharing Plan. Procter & Gamble has always been keenly aware of the fact that little can be accomplished in the way of permanent growth or stability without the loyal and wholehearted interest of Procter & Gamble people. The Company's profit sharing plans which enable Procter & Gamble employees to become shareholders in the Company, combined with its other employee benefit plans, have ensured this interest. Employees who are also part owners of the Company are doubly interested in working for the future progress and growth of Procter & Gamble.



Commission's Exhibit No. 12  
Financial statement of Clorox Chemical Co. for  
year ended June 30, 1957

CLOROX CHEMICAL CO.  
(a dissolved corporation)

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REPORT UPON EXAMINATION OF FINANCIAL STATEMENTS

For the fiscal year ended June 30, 1957

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FEDERAL TRADE COMMISSION  
DOCKET NO. 65-1. ~~COMMISSION~~ EXHIBIT NO. 12  
IN THE MATTER OF T. C. FORD & Carlin Company  
DATE 12/18/57 WITNESS \_\_\_\_\_  
ACE REPORTING CO., Official Reporter  
26. *[Signature]*

LYBRAND, ROSS BROS. & MONTGOMERY  
CERTIFIED PUBLIC ACCOUNTANTS  
SAN FRANCISCO OFFICE

**LYBRAND, ROSS BROS. & MONTGOMERY**  
CERTIFIED PUBLIC ACCOUNTANTS

NEW YORK	DETROIT	CHICAGO
PHILADELPHIA	CLEVELAND	DALLAS
BOSTON	INDIANAPOLIS	MINNEAPOLIS
BALTIMORE	ST. LOUIS	LOS ANGELES
WASHINGTON	KANSAS CITY	SEATTLE

**COOPERS & LYBRAND**  
A MEMBER OF THE FIRM  
SERVING THE UNITED STATES

To the Board of Directors,  
Clorox Chemical Co.,  
a dissolved corporation,  
Oakland, California.

We have examined the balance sheet of CLOROX CHEMICAL CO. (dissolved August 16, 1957, Note 1) as of June 30, 1957 and the related statements of income and earned surplus for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying balance sheet and statements of income and earned surplus present fairly the financial position of Clorox Chemical Co. at June 30, 1957, and the results of its operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

*Lybrand, Ross Bros. & Montgomery*

San Francisco, California,  
September 5, 1957.



ASSETS

Current:

Cash in banks and on hand  
Marketable securities, including accrued interest:  
U. S. Government securities  
Less, amount applied against liability for federal income taxes

State and municipal securities  
Accounts receivable, less allowance for losses  
Inventories, at the lower of cost or market

Total current assets

Property, plant, and equipment, at cost:  
Buildings and equipment  
Less, reserves for depreciation

Land

Prepaid expenses:

Prepaid advertising and display materials  
Unexpired insurance, taxes, etc.

Trade-marks

\$2 932 372.49  
2 339 045.63  
593 326.86  
1 251 932.77

6 755 162.40  
2 127 333.32  
4 627 829.08  
410 151.07

71 642.12  
170 513.72

\$2 054 237.64

Accounts payable and accrued expenses  
Accrued taxes:  
Federal income taxes  
Less, U. S. Government securities

1 345 759.53

1 657 933.92

1 335 757.77

7 393 733.91

Total current liabilities

Contingent liability

Under terms of marketing arrangements, the company may be called upon to reimburse merchandise in the hands of its distributors.

7 430.62

CAPITAL:

Capital shares, par value \$1.33-1/3 per share, authorized 750,000 shares, outstanding 784,794 shares

193 155.36

1.00

Surplus, details annexed

412 659 425.72

Notes:

1. Under the provisions of an agreement with The Procter & Gamble Company executed April 22, 1937, Clorox Chemical Co. transferred on August 1, 1937 all of its assets, subject to its liabilities, to The Clorox Company (a wholly-owned subsidiary of The Procter & Gamble Company) in exchange for Procter & Gamble common stock. On August 14, 1937 the stockholders of Clorox Chemical Co. approved a proposal for the dissolution of the corporation and on August 16, 1937 the corporation was dissolved.

2. Under the company's Restricted Stock Option Plan the following stock options were outstanding June 30, 1937:

Date	Option Granted	Option Price	Number of Shares
Oct 10, 1933	123.75	21.200	
Dec 21, 1935	129.50	6,500	

Subsequent to June 30, 1937 and prior to the dissolution of the company on August 16, 1937, the options for all of the above shares were exercised.

3. The consulting acturaries for the company estimate the total amount necessary to fund the company's pension plan for salaries employees with respect to past service to be approximately \$177,500 at June 30, 1936.

CLOROX CHEMICAL CO.  
(a Delaware corporation)  
BALANCE SHEET, June 30, 1937

LIABILITIES:

Current:

\$2 339 045.63  
2 339 045.63

193 630.07

191 630.07  
1 435 132.96

\$4 016 273.00

7 197 024.93

11 191 822.93

\$12 659 425.72



# STATEMENT OF INCOME

For the fiscal year ended June 30, 1957

Net sales		\$39 999 114.11
Cost of sales and selling, advertising, and administrative expenses (including depreciation of \$317,473.25)		<u>34 714 041.12</u>
Profit from operations		5 235 072.99
Other income:		
Interest earned	\$39 167.60	
Miscellaneous	<u>22 012.33</u>	
	121 179.93	
Other expenses:		
Obsolete labels destroyed	\$33 092.57	
Loss on disposition of capital assets	<u>23 760.91</u>	
Miscellaneous	<u>20 054.61</u>	
	31 903.09	
Other income, net		<u>39 271.34</u>
Income before federal income taxes		5 324 344.33
Provisions for federal income taxes:		
Current year	2 743 000.00	
Adjustments of prior years	<u>12 173.17</u>	
	2 755 173.17	
Net income		<u>\$2 569 166.66</u>

## STATEMENT OF EARNED SURPLUS

For the fiscal year ended June 30, 1957

Balance, July 1, 1956	\$5 733 255.32
Net income for the year, as above	<u>2 569 166.66</u>
	3 357 423.43
Deduct, cash dividends at the rate of \$1.70 per share	<u>1 230 403.55</u>
Balance, June 30, 1957	<u>\$7 127 014.23</u>



Commission's Exhibit No. 14  
Procter's application for listing on New York Stock  
Exchange dated August 20, 1956

DEPARTMENT OF STOCK LIST  
NEW YORK STOCK EXCHANGE

571 06  
**THE PROCTER & GAMBLE COMPANY**

COMMON STOCK,  
Par Value \$2 Per Share

Cincinnati, Ohio  
August 20, 1956

The Procter & Gamble Company, an Ohio Corporation (hereinafter called the "Company"), hereby makes application for listing on the New York Stock Exchange of not to exceed

60,000 additional shares of Common Stock of the par value of \$2 per share upon official notice of issuance to be issued as follows:

- (a) approximately 43,456 shares (as hereinafter set forth) to be exchanged for all the common and all the preferred stock of Hines-Park Foods, Inc., provided not less than 97% of the common and 90% of the preferred is offered for exchange, and
- (b) approximately 25,544 shares (as hereinafter set forth) to be exchanged for all the outstanding stock of Duncan Hines Institute, Inc.

The total number of shares of Common Stock heretofore listed and for which application is hereby made will not exceed 20,199,000 shares of a total authorized issue of 25,000,000 shares.

Reference is made to previous listing applications of the Company, the latest of which is A-16308, dated May 22, 1956.

**AUTHORITY FOR AND PURPOSE OF ISSUANCE**

The issuance of the additional Common Shares of the Company's authorized but unissued Common Shares, the listing of which is hereby applied for, was authorized by the Board of Directors of the Company at a meeting duly held on July 10, 1956, under general authority of the Board. It is proposed to issue said shares in exchange for outstanding Capital Stock, Preferred and Common, of Hines-Park Foods, Inc. (hereinafter called the "Food Company") and Duncan Hines Institute, Inc. (hereinafter called the "Institute"), pursuant to a plan and Agreement dated July 3, 1956 with some of the principal holders of such shares. None of the holders of the outstanding Capital Stock of the Food Company or of the Institute are affiliated in any way with the Company, and no officers, directors or principal stockholders of the Company have any direct or indirect beneficial interest in the Food Company or the Institute. In accordance with Sections 1701.13, 1701.15 and 1701.19, Revised Code of Ohio, no other authority is required for the issuance of said shares of Common Stock of the Company.

The number of shares of the Common Stock of the Company to be exchanged for the Capital Stock of the Food Company and of the Institute was determined by negotiations between the parties. In the negotiations, consideration was given originally to exchanging 36,456 shares of the Common Stock of the Company for "special assets" of the Food Company and 24,504 shares of the Common Stock of the Company for "special assets" of the Institute at the then current market price of \$40.375 per share. The term "special assets" includes only rights to trademarks and trade names, contracts and licenses, lists of customers, good will and organization expense. It was later decided that it was desirable to exchange Common Stock of the Company for all of the outstanding Capital Stock of the Food Company and of the Institute instead of for only "special assets". Consideration was given to the value of the underlying assets of the two companies other than the "special assets" and to the fact that additional shares of the Company would be exchanged on the basis of stock for stock. At the time this decision was reached, it was agreed to use the then current market value of \$50.25 per share for the additional shares required. It was also determined that except for "special assets", the value of the fixed and current assets of the Food Company and of the Institute were to be established as of June 30, 1956, at their "net fair value", which in certain instances was the depreciated book value, in other instances the fair market value and in other instances an agreed upon value.

In approving the Agreement between the Company and the Food Company and the Institute, the Board of Directors determined that the value of the "special assets" was equal to 60,780 shares of the Common Stock. The determination by the Board of Directors of the value of the "special assets" was based on the Company's experience in the cost of establishing brand names with a consumer acceptance, which justifies a determination of the value of "special assets" as part of a going business in excess of the book value of such assets.

On the basis of the foregoing, approximately 60,000 shares of the Common Stock of the Company was established as the aggregate number of shares to be exchanged for the Capital Stock of the Food Company and of the Institute. Using the market value established in the negotiations, the equivalent dollar value of 60,000 shares would equal \$3,414,085. Of this amount \$158,000 would be credited to the Capital Stock

FEDERAL TRADE COMMISSION

DOCKET NO. 8861 COMMISSION EXHIBIT NO. 14  
IN THE MATTER OF THE PROCTER & GAMBLE COMPANY

DATE 12-18-57 WITNESS Benedict  
ACE REPORTING CO., Official Reporter  
By 947

account and the balance would be credited to Additional Paid-in Capital. For the purposes of consolidation, that portion of the \$3,414,085 which is in excess of the net value of the fixed and current assets of the Food Company and of the Institute, will be treated as good will, patents, trademarks and other intangible assets. This amount will not be amortized. The net value of the fixed and current assets will be determined by using book value in certain instances, fair market value in other instances and depreciated replacement value in the case of fixed assets.

A brief description of the history and business of the Food Company and of the Institute, together with their latest certified financial statements as of December 31, 1955, are set forth in Exhibits A and B attached hereto and made a part hereof.

#### OPINION OF COUNSEL

The Company has furnished to the New York Stock Exchange an opinion of its Counsel, Messrs. Dinsmore, Shohl, Sawyer & Dinsmore, 12th Floor, Union Central Building, Cincinnati, Ohio, relating to the shares covered by this Application. The opinion states in substance that the Common Stock, application for the listing of which is hereby made, will upon issuance for the purpose aforesaid be duly authorized, validly issued, fully paid and non-assessable, and that no personal liability for any further payment therefor will attach to the holders thereof under the laws of the State of Ohio, the state of incorporation and the state in which the Company has its principal place of business.

#### STATUS UNDER FEDERAL ACTS

The Securities and Exchange Commission has stated that it will raise no objection if the shares subject to this Application are offered to the holders of shares of the Food Company and the Institute, such offer to be accompanied by a current prospectus of the Company and such offerors to agree to take the shares of the Company for investment and not for resale. Accordingly, Messrs. Dinsmore, Shohl, Sawyer & Dinsmore, Counsel for the Company, have rendered their opinion that the additional shares of Common Stock of the Company for which listing is sought are exempt from registration under the Securities Act of 1933, as amended, as the issuance of such shares as aforesaid will not involve a "public offering" of securities within the meaning of Section 4(1) of said Act; and, further, no application for registration of said shares under the Securities Exchange Act of 1934, as amended, will be required under Rule X-12D-1 of the General Rules and Regulations under said Act.

#### BUSINESS

While there has been no material change in the general character or nature of the business of the Company or its subsidiaries since the Listing Application No. A-14168, dated February 14, 1952, the Company has continued to develop new products, as described below.

The Company is engaged principally in the manufacture and sale of packaged soaps and detergents, shortening and other food products, and shampoos, dentifrices and home permanents, which are sold under advertised brand names. The Company is one of the larger producers in the United States of soap and detergent products and a major producer in its other principal product fields. Many of the Company's consumer brands enjoy wide distribution and consumer acceptance, but this field of the Company's activities is highly competitive and is subject to quickly and widely varying consumer preferences. The Company operates a number of research and development laboratories for the improvement of its products and processes and the development of new products, as well as an extensive market research department to determine consumer preferences. New products are frequently introduced by competitors as well as by the Company, often to the detriment of old and well-established brands. Presently, the Company is distributing to selected test markets Bis, a liquid detergent; Comet, a cleanser; Zest, a toilet detergent bar; Whirl, a liquid shortening; and Jif, a peanut butter. New brands currently enjoying a national distribution include: Joy, a liquid detergent; Crest and Gleem, dentifrices; Golden Fluff, a colored shortening; and Big Top Peanut Butter and Salted Peanuts.

Net sales of the Company and its subsidiaries for the five fiscal years ended June 30 since the Listing Application No. A-14168, dated February 14, 1952, were as follows:

1952.....	\$ 818,064,383
1953.....	820,888,513
1954.....	911,050,043
1955.....	965,797,180
1956.....	1,088,490,374

#### PROPERTY DESCRIPTION

Major changes in the properties of the Company, and in those of its subsidiary companies since February 14, 1952, the date of the Company's last previous application for listing containing a property description are described as follows:

In 1953, a factory for the production of detergents was completed in Sacramento, California, and the production and packaging of Company products began during the early part of that year. The plant is located on approximately 153 acres of land.

The Company has been producing alpha cellulose (chemical or dissolving pulp) from cottonseed linters for many years. The demand for this product for use in the manufacture of cellophane, rayon, other synthetic fibers and film has increased substantially in recent years. Because the supply of cottonseed linters is limited by the size of the cotton crop the Company completed construction of a mill at Foley, Florida, in 1934 and began the production of alpha cellulose and other grades of pulp from wood. Approximately 200,000 additional acres of timberland were purchased by the Company in northwestern Florida in 1936.

In February, 1935, construction was begun on an addition to the Company facilities in Chicago. This plant, which will be in production later this year, will be used for the manufacture of edible products. The Company facilities in Chicago occupy approximately 13 acres of land and are of concrete, brick and steel construction.

In the summer of 1935 the Company acquired W. T. Young Foods, Inc., of Lexington, Kentucky, manufacturers of Big Top Peanut Butter and Big Top Salted Peanuts. This acquisition added one story, brick and steel, office, factory and warehouse buildings occupying approximately 12 acres of land to the real property of the Company.

The Company purchased 73 acres of land in Iowa City, Iowa, on which a second factory for the production of drug products is nearing completion.

A new General Office Building is nearing completion at the southeast corner of Sixth and Sycamore Streets, Cincinnati, Ohio. It is expected that the building will be ready for occupancy early in the fall of 1936. During the fall of 1934 the Gwynne Building and annex in which the General Offices of the Company had been located for a great many years were sold, and are now being occupied on lease.

The Miami Valley Laboratories, a modern two-story brick, concrete and steel building, is located seventeen miles from downtown Cincinnati, on a 240 acre tract in Hamilton County, near Venice, Ohio. The building is well equipped with the most modern research and development facilities. The increasing importance of research and development work made necessary the construction of additional laboratory facilities which were completed in mid-1935, adding 50,000 square feet of space to the existing 126,000 square feet. Both buildings and land are owned in fee by the Company.

A subsidiary in France has leased production facilities for synthetic detergents which are being distributed through an agent. A synthetic detergent plant is under construction in Belgium and a subsidiary has been organized to produce and sell in that country.

All the Company's subsidiaries are listed below:

**SUBSIDIARY COMPANIES OWNED OR CONTROLLED THROUGH  
CAPITAL STOCK OWNERSHIP AS OF JUNE 30, 1936**

Name of Company	Percentage of Voting Power*
The Procter & Gamble Manufacturing Company.....	100%
The Procter & Gamble Distributing Company.....	100%
Procter & Gamble Productions, Inc.....	100%
The Buckeye Cellulose Corporation.....	100%
Traders Oil Mill Company.....	100%
The Hewitt Soap Company, Inc.....	100%
W. T. Young Foods, Inc.....	100%
**The Procter & Gamble Transportation Company.....	100%
The Procter & Gamble Defense Corporation.....	100%
The Procter & Gamble Trading Company.....	100%
The Procter & Gamble Commercial Company.....	100%
The Procter & Gamble Company of Canada, Limited.....	100%
Victory Soya Mills Limited.....	100%
Sabates, Sociedad Anonima.....	100%
The Procter & Gamble Products Company of Cuba, S. A.....	100%
Thomas Hedley & Co., Limited.....	100%
**Procter & Gamble, Limited.....	100%
Philippine Manufacturing Company.....	100%
Procter & Gamble Indonesia.....	100%
The Procter & Gamble Products Company (South Africa) (Proprietary) Limited.....	100%
Procter & Gamble de Mexico, S. A. de C. V.....	100%
Procter & Gamble de Venezuela, C. A.....	100%
Procter & Gamble A. G., Luzern.....	100%
Procter & Gamble Geneva S. A.....	100%
Procter & Gamble Belge, S. A.....	100%
Procter & Gamble France S. A.....	100%
Procter & Gamble de Colombia, S. A.....	100%
Procter & Gamble del Peru, S. A.....	100%
Procter & Gamble Italia, S.p.A.....	100%

\*Percentage of voting power includes directors' qualifying shares.

\*\*Designates inactive subsidiaries.

C/1

# SALES MANUAL

## TOILET GOODS SALES DEPARTMENT

Commission's Exhibit No. 17  
Procter sales manual for toilet goods sales  
department

FEDERAL TRADE COMMISSION  
DOCKET NO. 6201 ~~COMMISSION~~ EXHIBIT NO. 17  
IN THE MATTER OF The Procter & Gamble Company  
DATE 12-18-57 WITNESS  
ACE REPORTING CO., Official Reporter  
By MBL

The Procter & Gamble Distributing Company  
Sales Training & Methods Department  
Cincinnati, Ohio, U.S.A.  
June, 1957

20X



# COMPANY SALES ORGANIZATIONS

## THE CASE SOAP SALES DEPARTMENT

The Case Soap Sales Department sells the Company's packaged household soaps and synthetic detergents. Case Soap salesmen call on the wholesale and retail grocery trade and all allied outlets. The department is divided into Sales Divisions, Districts, Units, and Sections.

The Appliance Trade Sales Department co-

operates with the Sales Districts of the Case Soap Sales Department in securing the endorsement and merchandising support of all levels of the appliance industry for the Company's washing machine and dishwasher products. The Department Manager directs the work of a General Supervisor, several Zone Supervisors, and the Field Representatives.



## THE CASE FOOD SALES DEPARTMENT

The Case Food Sales Department sells the Company's household edible products to the retail and wholesale grocery trade. The de-

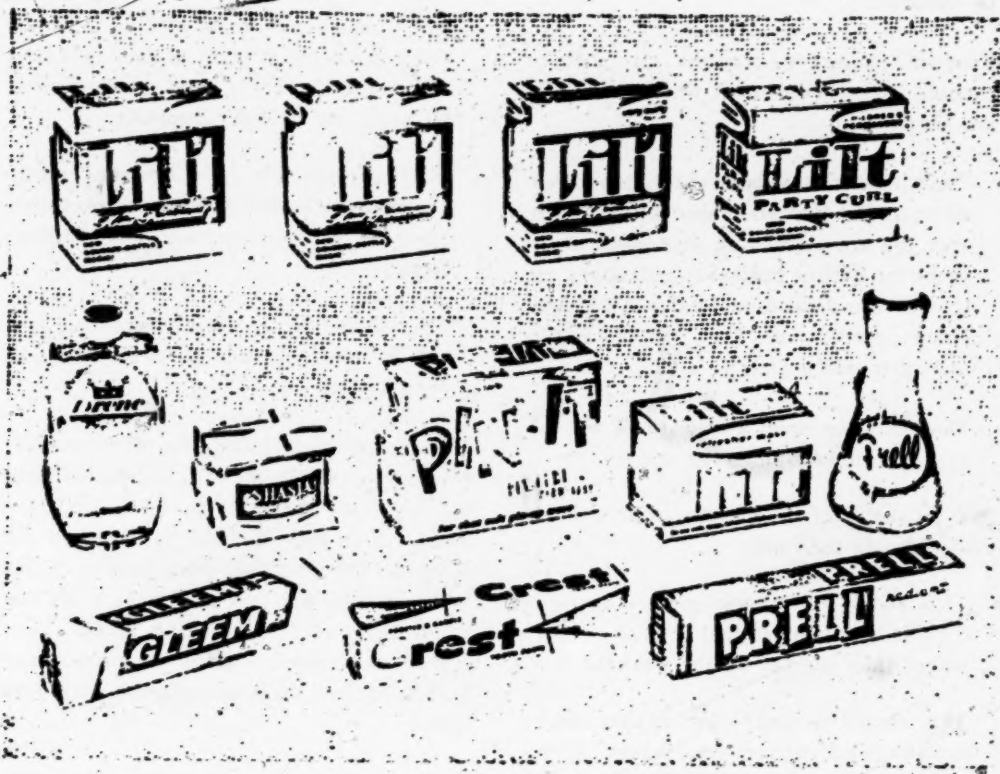
partment is divided into Regions, Territories, Zones, and Sections.



## THE TOILET GOODS SALES DEPARTMENT

The Toilet Goods Sales Department sells the toiletries products manufactured by the Company. Toilet Goods salesmen call on the wholesale and retail trade connected with the drug, grocery, variety, and department store businesses. The department is divided into Regions, Areas, Zones, and Territories.

The Beauty Trade Division, a separate operation within the Toilet Goods Sales Department, sells Professional Drene to beauty shops, beauty schools, and beauty supply jobbers.



## THE MILITARY RESALE DEPARTMENT

The Military Resale Department is responsible for the sale of Case Soap, Case Food, and Toilet Goods brands to United States Military Bases throughout the world. These products are resold through commissaries,

post-exchanges, ship stores, and veterans' canteens. The Department Manager supervises the work of a number of Military Representatives.

# BUILDING GOODWILL

When you have a dealer's goodwill, you have his confidence; your entire relationship is more pleasant; and with less effort you get better results in sales and merchandising. With it your brands will be favored when a decision is to be made as to what should be displayed, which brands are to have preferred shelf space, or which brands are to be featured.

Goodwill cannot be bought. It must be earned. The principles on which it is built are simple.

The customer must have confidence in you. He must feel that you know your business, that you are acquainted with some of the problems of his business, and above all, that he can depend on what you tell him. Never promise more than you can fulfill; live up to every promise made.

The customer must be aware of the advantages of handling your line.

The requisites of brands or products that a dealer should push are:

They should fill a basic need. (Procter & Gamble brands must qualify in this regard before they are put on the market.)

They should be made right so they can be recommended without reservation. (Procter & Gamble research and production methods assure this. The quality of P&G brands is unconditionally guaranteed.)

They should represent good value for the consumer. (Procter & Gamble brands are priced right so that they represent the greatest value at the lowest possible price.)

They should be easy and inexpensive to handle. (Procter & Gamble brands are non-

perishable and easy to handle. They have a lower handling cost than most items.)

They should sell well. (Procter & Gamble brands are pre-sold through extensive advertising.)

They should not require too large an investment. (Procter & Gamble brands can be purchased on a direct basis in relatively small quantities, freight prepaid, and they are readily available from wholesalers in virtually any quantity desired.)

They should show a substantial profit. (Procter & Gamble brands are profitable through fast turnover and low handling costs.)

They should bring repeat business. (Procter & Gamble brands have thousands of loyal users.)

Your brands meet every one of these eight requisites as indicated, and, in addition, they can be used to attract business for other items. It is easy to take these things for granted. The customer often fails to realize how desirable and how profitable is his distributorship of the Procter & Gamble line. It is for this reason that the advantages your brands provide must be repeated again and again.

Here are a few other suggestions for building goodwill.

Develop and maintain a friendly relationship with your customers whether you get an order or not. You will, of course, try hard to get the order, but if you don't, always leave the customer with the feeling that you will be glad to see him on your next trip and that you and he will then be able to do business.



Do not slight a clerk. In his present capacity he is able to help the sale of your brands and at some future time he may be the owner or manager of the business.

Do not make uncomplimentary remarks about a competitor or his products. This does not mean, however, that you should refrain from calling attention to the advantages and superiority of your brands.

At every opportunity, tell your trade about the Company's personnel policies, such as

guarantee of regular employment and profit sharing. Make it clear that lower manufacturing costs, lower sales costs, superior buying, advertising power, and above all, loyal personnel have made the Company a leader in the industry.

In every situation, represent the Company faithfully, standing squarely for all its policies and ideals. Reflect your belief in your Company.

# SALES MANUAL

## CASE GOODS SALES DEPARTMENT

Commission's Exhibit No. 18  
Procter's sales manual for case good sales  
department

FEDERAL TRADE COMMISSION  
DOCKET NO. 6981 COMMISSION EXHIBIT NO. 18  
IN THE MATTER OF The Procter & Gamble Company  
DATE 12-18-57 WITNESS  
ACE REPORTING CO., Official Reporter  
By DBJ

The Procter & Gamble Distributing Company  
Personnel Research Department  
Cincinnati, Ohio, U. S. A.  
June, 1955

## Selection, Training and Promotion

Since the progress of the Company depends upon the men who are part of it, the management considers careful selection and training one of its most important responsibilities. Only those men who seem to possess the necessary qualifications for success are employed; and after a man is employed, every effort is made to help him succeed. Every new employee is given thorough

initial training in his job, followed by continual training throughout his career with the Company.

Careful selection and training make possible the attainment of the Company's policy of filling higher positions from within the organization and affording each man the opportunity to progress to the limit of his ability.

## Salesman's Added Compensation Plan

The Salesman's Added Compensation Plan rewards salesmen for increasing sales and for operating economically. Annual added compensation goals are set for each District,

and payment is made to those men in the District who are eligible, provided the District goals are attained.

## Service Emblems

All employees who have been with the Company for at least five years are given service emblems. There is a sterling silver pin or button for five years and ten years of service, a gold one for fifteen and twenty years; and for twenty-five years, a diamond

is added to the gold emblem. The Company is proud of the long service record of many of its employees. More than eight hundred of the men and women now at work with the Company have been awarded diamond emblems.

## THE SALES ORGANIZATION

The sales organization is a vital part of the Company, as the growth of the business depends to a great extent on the effectiveness of our sales organization.

### The Case Goods Sales Organization

The Case Goods Sales Organization is the largest of the Company's sales departments and is responsible for sales of the Company's household soaps, synthetic detergents, and shortening. The United States is divided into six Sales Divisions, each headed by a Division Manager.

laid out according to population, location of important cities, and market areas. At the head of each District is a District Manager who directs both the work of his sales organization and that of his District or Sales Office.

Districts are divided into Units, each headed

# THE MANUFACTURE OF SYNTHETIC DETERGENTS

History records that soaps were made over 2,000 years ago. It is only recently, however, that a new type of cleaning product involving a basic change in manufacture appeared on the market. These new products are called synthetic detergents, but are often popularly referred to simply as "detergents." Procter & Gamble's research contributed significantly to the development of this new type product.

Synthetic detergents do the work of soaps, but in their manufacture there are marked differences between the two. The production of soap is basically a simple combination of fats and oils with an alkali. A synthetic detergent is produced by chemical synthesis using a wide variety of raw materials. These raw materials are subjected to a series of chemical modifications before they are ready for the final processing. These modifications produce what chemists call "intermediates," which are then mixed with other materials and sometimes with other intermediates. This combination is finally processed into the finished product. It may readily be seen that these processes are much more complex than those used in soap-making. Special stainless steel equipment and the most modern of automatic and

remote controls are features of the specialized equipment necessary.

Synthetic detergents can make suds and clean effectively in any kind of water — hard or soft, fresh or salt. Synthetic detergents are used in the home for heavy duty wash, dishes and glassware, hosiery, woolens, cottons, and fine fabrics. They are also valuable for many intricate processes in textile and other industries.

In the early 1930's, the Company introduced Dreet, the first successful synthetic detergent for household use. Tide was the first product of this kind especially designed for the heavy duty family wash. Thus, an entire family of detergents, first introduced to American households by Procter & Gamble, has developed into a new industry, notably supplementing, but not supplanting soaps.

This is just one remarkable example of how important product research and development can be and will continue to be in the growth of Procter & Gamble. It represents a development in which every housewife in America is concerned. The birth and growth of synthetic detergents is one of the newest and most amazing chapters in the story of detergents.

## TYPES OF SOAPS AND SYNTHETIC DETERGENTS

**Heavy Duty Packaged Products** — Into this group fall such items as Tide and Duz, designed for use in the family wash and for general household cleaning chores.

**Light Duty Packaged Products** — Brands of this type, such as Ivory Snow and Dreet, are especially produced for fine fabric care and dishwashing and at the same time are gentle to hands.

**Milled Soap** — Camay, designed for skin and beauty care, is a fine, milled soap. Milling refers to the process of grinding and combining soap with perfume and other ingredients in large stone or steel rollers. This ac-

tion gives the product harder composition than soaps which have not been milled.

**Extruded Soap** — Ivory Soap is an all-purpose product. Its production involves mixing in high-speed equipment. From the mixer, the soap is whipped in a freezer, which congeals the warm Ivory mixture to a smooth consistency and turns out an endless oblong of white soap.

**Framed Soap** — Some bar soaps, such as Lava, are made by pouring soap into large iron boxes, or "frames." After the soap has solidified, it is cut and shaped to the desired design.

# ADVERTISING

## History

Early in the "eighties" the small firm of Procter & Gamble, after considerable deliberation, decided to invest the "tremendous" sum of \$30,000 in advertising Ivory Soap. The decision appeared to be a risky one, for advertising was not generally considered a safe investment in the opinion of businessmen of those days. But the result was eminently successful. From that time on the Company has been a pace setter in advertising activity.

First to use full-color advertisements, first to use a radio network for advertising — these are evidences of the Company's leadership in advertising through the years. As the Company expanded its list of products, each newcomer was given its full share of advertising support.

Each brand owes some of its present success to the Company's progressive advertising policy.

## Advertising Policies

Since that day in the early "eighties" Procter & Gamble products have always been supported by vigorous, truthful, and hard-hitting advertising. Long before there were laws and codes to keep advertising truthful, the Company followed the practice of being scrupulously honest in all statements to the public.

The Company constantly endeavors to select, on the basis of experience and research, the best advertising themes and the best media to carry its sales messages to the consumer.

The expenditures required to keep the Company's brands before the public and to gain wider consumer acceptance for them must necessarily be large. The soap and shortening industry is highly competitive.

## Media

Nearly one billion Procter & Gamble advertising messages are delivered to the housewives of America each week through the nation's principal advertising media. This huge volume of advertising makes it extremely unlikely that any woman in the country can go through a normal week without being reminded at least once of the quality of our products, if not on her favorite television program, then over the kitchen radio as she washes the family dishes, on the back cover of her favorite

women's magazine, or in the evening newspaper which she studies to prepare for her weekly marketing.

All of the four media, television, radio, magazines, and newspapers, have one important thing in common, the ability to deliver a large volume of advertising to consumers of Procter & Gamble products. Beyond this they have individual characteristics which make each especially suitable for the Company's needs.



**Television** — The combination of sight and sound, available only in television, makes that medium the closest thing possible to an actual sales interview with the consumer. The Company's experience in introducing new products has shown that television is one of the most effective media which we have ever used.

The popularity of television as a means of home entertainment offers a truly remarkable means of selling to vast audiences of people. Many television set owners spend more time watching television than they spend at any other activity except working and sleeping.

Procter & Gamble has advertised on television since its beginning, using a variety of program types to reach great masses of television set owners. By using audience participation, dramatic and comedy programs both day and night, our advertising is carried to all kinds of people, regardless of their particular program preference.

Daytime programs offer a bonus to our products in that they are watched by housewives who are in the middle of household duties for which our products have been specifically designed.

Night-time programs increase the Company's selling opportunity by reaching people who are either out of the home during the day or who do not watch our daytime shows regularly.

**Radio** — Television's phenomenal early growth tends to draw attention away from its older brother, radio. Yet radio continues

to exert a powerful influence in the field of advertising media. Nearly every home in the country has at least one radio set.

Procter & Gamble has consistently used daytime serials in radio. Some of our programs have been on the air since the middle '30's. Ma Perkins on radio is listened to faithfully by millions of women every day—many of whom also own a television set.

As is true with television, daytime radio serials, broadcast five days a week every week, give the Company an opportunity to build up a heavy frequency of commercials in listening homes. Because a woman who buys household products buys them often and because she uses them frequently in the home, testing their quality and performance many times each week, we need to tell her again and again what she can expect in the way of superior quality and performance from our products.

In addition to our network programs, Procter & Gamble announcements, placed between other popular early morning and evening radio programs, reach women who for one reason or another are unavailable at the time our programs are broadcast.

**Magazines** — Magazines offer three important advantages above and beyond those provided by television and radio.

The first is color. The use of color in the Company's magazine advertisements helps create in the consumer's mind a clear and accurate impression of how the product looks. Such visual impressions help the consumer to recognize our products and recall

their advertised advantages when she sees them in the store. Due to the trend toward greater and greater volume in self-service stores, the Company is increasingly more dependent upon a housewife's ability to select our products by herself. Color is therefore more important than ever in our advertising.

Pictures of appetizing foods, attractive complexions, or dazzling white clothes are important assets in emphasizing the results which the advertising message promises.

The second advantage which magazines have is the environment which they offer for our advertisements. An Ivory Snow advertisement for use in washing baby clothes is unquestionably enhanced in its effectiveness by appearing in Parents' Magazine — a publication which helps new mothers with their problems of child care. Almost all of the magazines which the Company uses give us this bonus, whether in terms of recipes, home decoration, or beauty care.

Finally, the magazines Procter & Gamble uses enable us to tell our messages to women

whom we may not have reached either through our radio or television programs.

**Newspapers**—As is true in the other media, Procter & Gamble is one of the largest users of newspapers for advertising. Most of our activity is in the field of Sunday supplements and comics. These supplement sections permit the Company to retain the advantage of color and secure concentrated coverage of the market.

Another advantage of newspapers is the opportunity which they give us to focus our advertising on specific localities, an important requirement in the introduction of new brands.

**Other Media** — Occasionally the Company uses outdoor posters, car cards, or other additional means of concentrating messages in a certain geographical area.

In addition to advertising to consumers, the Company also uses the leading publications of the grocery trade. By showing the dealers the advantages of tying in with our promotions and by building dealer goodwill, these advertisements help pave the way for your call.

### Brand Promotions

In order to provide the consumer with an additional incentive for buying our products, the Company uses mail-in offers, contests, coupons, and other effective sales promotions.

**Contests**—Contests have long been one of the most popular forms of promotion used by the Company. The wrapper or box-top facsimile requirement encourages the consumer to buy the brand in order to enter the contest. In fulfilling the requirements of

stating why she uses or likes the product, or in naming the most popular uses for the product, she, in effect, convinces herself of the superiority of that brand.

All contests are judged by an independent organization with a highly trained staff specializing in that work. Judging is done entirely on the basis of the merit of the entry in accordance with the contest rules. When the judges select the winning entries,

they know neither the names of the contestants nor where they live.

**Mail-In Offers** — Mail-in offers are selected on the basis of consumer preferences and each is thoroughly tested before being used. Wrappers and box tops are required to obtain the offers. Each year millions of these offers are purchased, and they are very effective merchandising tools.

**Couponing and Sampling** — At times the Company places coupons or samples in

homes to make certain that the consumer has a chance to try our products. This is done either by mail or by crews of distributors who go from house to house. Sometimes coupons are distributed through newspaper and magazine advertisements, special coupon packs of our brands, or through dealers. Coupons, worth a specified amount on the purchase of certain of our brands, make it possible for the consumer to purchase those brands at reduced cost, thus introducing them to new users.

### Other Advertising Services

From time to time the Company provides special services to further the use of its brands. Each year hundreds of thousands of booklets on cooking, sewing, washing, and grooming are sent to high schools and colleges throughout the country. Motion pictures and printed material designed to help teach children the value of cleanliness are offered to grade schools. Booklets on household laundering, care of fine garments, bathing of babies, cooking, etc., are sent direct to consumers who request them or who write to the Company with specific problems.

Doctors are sent samples of Ivory Soap and

instructions which they can give to their patients on such subjects as bathing a baby, hygiene in pregnancy, caring for bedfast patients, care of certain skin diseases.

Advertising creates an acceptance for our products, and promotions increase the incentive to buy. However, if these plans are to be effective, the customer needs a visual reminder, an added stimulus to buy, when she is in the store. The Company, therefore, goes to considerable expense to provide you with attractive material for store displays, and other material such as window posters, mats and electros.

## CASE GOODS BRANDS

All Case Goods brands are classified as "A" brands with the exception of P and G The White Naphtha which is a "B" brand.

Ivory Soap

Ivory Flakes

Ivory Snow

Camay

Lava

Kirk's Coco Hardwater Castile

American Family Flakes

Duz

Oxydol

Tide

Cheer

American Family Detergent

Dreft

Joy

American Family Soap

Spic and Span

P and G The White Naphtha

Crisco

Fluffo

There is a tendency to think of all nationally advertised brands as being of a uniform high quality, yet impartial laboratory tests again and again show that our products give the consumer greater value than competitive products. When tried out side by side with competitive brands, the superiority of our

brands is plainly evident. Their quality and performance represent at all times the best possible value that can be given to the consumers of America.

The following pages give detailed information for each of our brands, their purposes and uses, special advantages, and sales tips.

## LARGE SIZE IVORY AND MEDIUM SIZE IVORY

*"99-44/100% Pure . . . It Floats"*

Ivory Soap has been in the Procter & Gamble line longer than any other product. It has been marketed continuously since 1879, and though it is the oldest product in the Company's line, it is nevertheless as modern and up to date as science can make it. It has long been recognized as the standard of soap purity.

Ivory was the first floating soap ever offered to the public. More than seventy-five years of continuous advertising have made Ivory Soap the best known grocery article in the United States.

Ivory combines purity and mildness with thorough cleaning power. Therefore it is an all-purpose soap — ideal for bathing baby, for adult complexion care, for washing dishes, and for laundry and general household use.

- Ivory is so mild that anything safe in water is safe in Ivory suds.
- Ivory has been recommended for years by doctors everywhere for baby's tender skin and for adult skin care. More doctors advise the use of Ivory than any other soap.
- If we charged a dollar a cake, we could offer no finer soap than Ivory for the skin.
- Ivory is the largest-selling bar soap in America.
- An average grocery store sells more units of Ivory Soap than any other brand of staple grocery-type product in the store.



## PERSONAL SIZE IVORY

Personal Size Ivory, representing the high standards of Ivory quality in a toilet soap size, has become America's favorite beauty soap.

The Personal Size cake of pure, mild Ivory Soap is an ideal toilet soap for every member of the family, including the baby.

- It is pure, mild Ivory. There is no finer soap for toilet purposes.
- Personal Size Ivory has the "toilet soap shape" — it fits the hand; it fits the bathroom soap dish.
- Personal Size Ivory should be stacked with other toilet soaps so that its 4-bar value may be readily seen.
- Personal Size Ivory is ideally suited for multiple unit sales in 10 or more bar units because of the unusual value it offers.

## IVORY FLAKES

"Ivory Flakes — for all fine wash by hand or machine"

Ivory Flakes was introduced in 1918 as a special-purpose companion product to Ivory Bar and quickly won acceptance as a fine-fabric soap.

Constantly improved from that time on, it is America's favorite flake soap. In addition to its widespread use as a fine-fabric soap, it enjoys good usage in the dishpan and in the washing machine whenever a truly mild product is needed.

The flake form of baby's Ivory Soap, Ivory Flakes offers unbeatable mildness for hands in the dishpan, for lingerie, for baby clothes and diapers without any sacrifice in dissolving speed or cleaning power.

- Ivory Flakes leaves hands soft and smooth.

- Ivory Flakes keeps lingerie, blouses, and other delicate washables looking new and leaves them soft.

- Baby clothes and diapers washed the Ivory Flakes way won't irritate a baby's sensitive skin.

- Ivory Flakes are tissue-thin for instant dissolving. The cleaning power of these mild flakes is excellent.

## IVORY SNOW

"The only soap both Ivory-safe and granulated for efficiency — 99-44/100% pure."

Ivory Snow in its present form was first marketed by the Company in 1937. It is the largest selling light-duty brand — soap or synthetic.

Ivory Snow is pure, mild, white soap in modern granulated form for washing dishes with speed and kindness to hands and for washing all special-care fabrics by hand or in the washing machine.

- Ivory Snow is the only soap both Ivory mild and in the speedy, efficient granulated form women prefer.

- Ivory Snow is the safest possible soap for hands — yet no soap cuts grease faster.

- Ivory Snow is the largest-selling soap for washing diapers and baby clothes and is safe for everything that touches baby's tender skin.

- Ivory Snow is the safest possible soap

for items given special care in the washing machine — such as curtains, table linens, and blankets — and provides maximum safety for colors.

- Ivory Snow is unsurpassed for washing fine fabrics by hand — nylons, lingerie, sweaters.

- The wonderful "Beauty Glow" discovery in Ivory Snow actually beautifies fine washables — keeps lovely washables looking lovely far longer.

# CAMAY

## "The Soap of Beautiful Women"

Camay was first marketed in 1926, with the addition of the Bath Size in 1947. Today, Camay is one of the largest sellers throughout the country. The addition of cold cream to Camay in 1953 has made Camay even more desirable to millions of women and has stimulated even greater sales volume.

Camay is used by millions as a complexion soap and bath soap.

- Along with other high-quality ingredients, Camay contains fine cold cream — long recognized by women as a beneficial beauty aid.
- Cold cream has been added to Camay at no increase in cost to the consumer.
- Camay is a soap of unusual mildness that lathers richly and leaves a delicate fragrance on the skin. It is endorsed by doctors and specialists in the care of the skin.
- Camay is a hard-milled soap. That is why it lasts so long.
- Camay enjoys high popularity with women of all age groups and economic levels.
- Camay's fragrance and its sell-on-sight wrapper perfect it for display selling. The appearance of the cake itself — smooth, white, obviously pure — is a big factor in repeat sales.

# LAVA

Lava is especially designed for getting dirty hands clean. In fact, nothing on earth cleans dirty, grimy hands faster, cleaner, yet more gently than Lava — "The Hand Soap."

Lava Soap was first marketed by this Company in 1928. Under aggressive advertising and promotion its volume has grown to the point where it is the outstanding leader in its field.

Lava is a cold process pumice soap for cleaning dirty hands quickly and gently, removing dirt, grease, grime, oil, rust, ink, paint, soot, and other stains. It is safe for men, women, and children, too.

- Lava makes a rich, white lather even in hard water.

- Lava has the cleaning power that really gets the dirt out, yet is gentle enough for even tender skin. Lava contains the same soothing ingredient used in costly face creams.

- Lava contains no quartz or harmful impurities. It will not scratch the skin.

- Lava is the soap for anybody with dirty hands. Many Lava users work on the farm or in the factory. Lava is also used by the entire family — Dad after working around the house, Mother after working in the garden, and the children after playing in the yard.

- Lava is good for cleaning children's knees and elbows too.

- Lava is the largest selling pumice soap in the world.



## KIRK'S COCO HARDWATER CASTILE

**"Makes rich lather in hardest water."**

Kirk's Coco Hardwater Castile was first marketed by this Company in 1930. It is widely accepted as a popular low-priced and high-quality toilet soap.

Kirk's removes grease and heavy dirt from the hands, face, and body quickly and easily.

- Kirk's is made from pure coconut oil. The bar is of a generous size.

- Kirk's is a quality product which fills the demand for a low-priced toilet soap.

- Kirk's gives instant and abundant lather in hard or soft water — even in cold water. Its lather rinses off quickly and completely.

# DUZ

**"Duz does everything."**

**"It's the soap in Duz that does it."**

Duz was first marketed by the Company in 1939. The very first sales tests made in four cities confirmed the need for such an all-purpose soap — demand far exceeded the expected sales. Within two years after it was first introduced, Duz was up with the leaders.

Duz gets its greatest usage as a washday product, where its greatest advantage is its ability not only to do an excellent cleaning job, but also to leave clothes softer, an advantage which research shows is very important to women. In addition, Duz's mildness, combined with its strong grease-cutting ability, makes Duz a good dishwashing product too.

- Duz leaves clothes soft and clean, yet no heavy duty product is kinder to hands.
- Duz washes softness in while it scrubs dirt out.
- Duz is supported by heavy advertising and is preferred by millions of women.

- Duz's well-designed package is a natural for display. It features Duz's soap properties and carries the Good Housekeeping Seal of Approval. Even its directions for usage were developed with and approved by the Good Housekeeping Institute.

# OXYDOL

"A great detergent that actually beats the sun for getting clothes white!"

Oxydol was first marketed by our Company in 1928. Intensive product development made it a leading factor in the tremendous growth of the granulated soap market. Through the years Oxydol has continued to improve in efficiency and performance. Realizing the increasing consumer trend toward synthetic detergent products, Oxydol in 1952 changed to a brand-new and different synthetic detergent formula. An old and respected brand name, Oxydol now continues to stand for the newest and best in washday products.

Oxydol handles the heaviest wash with ease—gets clothes white and bright. It also cleans the greasiest pots and pans quickly and easily and makes dishes gleam. It is superb for general cleaning around the house.

- Due to a specially designed formula, Oxydol contains a new kind of whitening ingredient never before used in a leading soap or detergent. Tests using leading suds prove — an Oxydol wash dried indoors, is whiter than any sun-dried wash.
- Oxydol removes heavy dirt from clothes with no hard rubbing, yet is safe for col-


ored washables. And in addition, Oxydol is mild and works quickly and easily, even in the hardest water.

- Each Oxydol package carries the ®, indicating that Oxydol has been certified as Kosher and Parve by the Union of Orthodox Jewish Congregations of America.

# TIDE

## "Tide's In — Dirt's Out"

Tide, the pioneer all-purpose synthetic detergent, is America's favorite for washing clothes, dishes, and for many other household cleaning tasks. Tide is based on a completely new formula developed after more than 10 years and 200,000 man-hours of intensive research and testing at Procter & Gamble's own laboratories. When it was first introduced, Tide offered outstanding and unique advantages. Further improvements have continued to give Tide a tremendous lead in its field.


- Tide is an all-purpose product that works wonders with the family wash, dishes, fine fabrics, linoleum, woodwork, walls, windows, stoves, refrigerators, dairy utensils, rugs, and many other household items.
- Tide combines unbeatable cleaning power with amazing mildness. A Tide wash is the cleanest, whitest wash possible.
- More women use Tide in their automatic washers—in fact in all kinds of washing machines—than any other product. The makers of leading automatic washers recommend Tide because it offers optimum performance in their machines—giving outstanding cleaning results at low cost and with complete safety. Many manufacturers actually include a free package of Tide in the tub of every new machine as it leaves the factory, providing the brand with a highly effective endorsement.
- Except for stubborn stains, there is no need to bleach or blue with Tide. Tide alone gets shirts, towels, sheets, and other white things dazzling white.
- Tide is completely safe with washable colors, with fine woolsens, and with all the new miracle fabrics. With all of its tremendous cleaning power, Tide is extremely mild for hands.
- Each Tide package carries the  indicating that Tide has been certified as Kosher and Parve by the Union of Orthodox Jewish Congregations of America.

# CHEER

"It's New! It's Blue!"

Cheer, the Company's second entry in the field of heavy-duty synthetic detergents, was developed after nineteen years of intensive research in our laboratories. Consumer acceptance of blue Cheer was so widespread that it quickly became a favorite in homes throughout the country.

New blue Cheer commands a sizable share of the detergent market today because of its ability to produce such clean, white washes. It is widely used for washing dishes, cleaning rugs, walls, woodwork and linoleum, as well as for heavy family wash.

- Cheer contains an exclusive, new "blue-magic" whitener that no other product uses — the newest, most modern way to get clothes white.
- Cheer washes clothes so clean and white that no blueing or bleach is needed. It is safe for washable colors and kind to hands.
- Cheer dissolves instantly even in hardest water.
- Cheer leaves no dishwater scum or cloudy film. Dishes dry clean without wiping.
- Each blue Cheer package carries the , indicating that Cheer has been certified as Kosher and Parve by the Union of Orthodox Jewish Congregations of America.



## DREFT

"New dishwashing sensation — looks like a lotion — makes water feel like a lotion."

In the early 1930's, the Company introduced Dreft — the first synthetic detergent to be marketed for household use in the United States. In 1954, the Company pioneered with new and improved pink Dreft — the first colored product in the light duty field. Pink Dreft's entirely new formula gives greater mildness and increased efficiency, the two characteristics most valued in a light duty product. These characteristics have been effectively pointed up by pink Dreft's unique qualities — a cosmetic pink color, a rose perfume, and a newly developed soft-feel pink Dreft suds.

Dreft has been traditionally recognized as an outstanding dishwashing product. Now, due to formula improvement, a vast new potential has opened for the product in the machine washing of all special care items from diapers and baby clothes to blankets and the new miracle fabrics, such as Dacron and Orlon.

Each Dreft package carries the ®, indicating that Dreft has been certified as Kosher and Parve by the Union of Orthodox Jewish Congregations of America.

- New pink Dreft dissolves grease the fastest way yet.
- Dishes and glassware washed with pink Dreft dry sparkling clean without wiping or polishing.
- New pink Dreft gives thorough yet safe cleaning of all special care fabrics whether washed by machine or by hand.
- Pink Dreft's non-staining qualities can be easily demonstrated by leaving it in paste form on a piece of white cloth for 15 minutes or so. When the fabric is rinsed, no pink stain remains. The fabric actually looks whiter and brighter due to pink Dreft's outstanding whitening qualities.

# JOY

Joy was the first liquid detergent to win strong consumer approval nationally. This success was achieved primarily because Joy is a liquid concentrate tailored from the very beginning of its development to give housewives a specialized product for dishwashing.

Joy is the mildest liquid concentrate for dishwashing it is possible to buy. It is completely non-alkaline and, because of its mildness, it is excellent for fine fabrics, too. Joy's superior grease-cutting performance also makes it excellent for general household cleaning.

- Joy is the mildest liquid detergent it is possible to buy.

- Joy gets housewives away from the dishpan faster.

- Penny for penny, Joy washes more dishes than any other liquid detergent.

- With liquid Joy dishes dry sparkling clean without wiping. No greasy film. No sticky particles.

- With Joy the dishwater looks, feels and smells nice.

- Joy is packaged in a convenient bottle, which is easy to use, and looks attractive in the kitchen and the bathroom.

- Each Joy package carries the ®, indicating that Joy has been certified as Kosher and Pare by the Union of Orthodox Jewish Congregations of America.

## SPIC AND SPAN

**"Once over — no rinsing, no wiping"**

The Company purchased Spic and Span in 1945. The consumers' response to the Company's advertising and promotion of this brand was immediate. Marketing areas were expanded as fast as production facilities would permit, and national distribution was reached in 1947.

The advent of Spic and Span as a nationally advertised volume grocery item brought the cleaner business to the grocer. The large majority of household cleaners are now purchased from grocers — which means additional volume, store traffic, and profit for the grocery trade.

In 1949 a vastly improved Spic and Span was introduced, combining greater cleaning power than ever before with mildness for hands.

Spic and Span cleans linoleum, painted woodwork, walls, floors, furniture, all varnished surfaces, enamel, tile, and porcelain with no rinsing and no wiping.

- There is more Spic and Span sold than all other cleaners combined.

- More women use Spic and Span to clean walls, woodwork and linoleum than any other product in America.

- Its use for cleaning linoleum floors, a very frequent household job, makes Spic and Span a year-round best seller. Spring and fall house-cleaning provide heavy additional volume during those seasons.

- It is the only product of its type supported by national advertising. This means faster turnover, more profit for the dealer.

- Spic and Span can be spectacularly demonstrated by washing a spot on the wall, door, or counter. The result will be more convincing than anything you can say.

The Economy size, packed 12 to a case, counts for 11½ cases statistically.

## AMERICAN FAMILY FLAKES

"In and around greater Chicago, preferred for dishes and for laundry over any other package soap"

The American Family name is more than 100 years old. It was first used in 1839 and because of the reputation for highest quality which the product has always enjoyed, American Family Flakes has long been Chicago's favorite package soap.

- Valuable premium coupons are imprinted on all packages; these coupons may be redeemed on a great variety of attractive articles.

- Women can get three-way better washes — white, bright, safe — with American Family Flakes. For dishwashing and other household cleaning jobs, American Family Flakes have amazing grease-cutting ability.

## AMERICAN FAMILY SOAP

- American Family Soap is perfect for dishwashing because of its grease-cutting efficiency combined with outstanding mildness to hands. It also enjoys great acceptance for laundry use.

- American Family Soap is economical.
- Each wrapper bears a valuable premium coupon. Many attractive merchandise articles are available for these coupons.

## AMERICAN FAMILY DETERGENT

"The first detergent made especially for the hard water in and around greater Chicago."

American Family Detergent is the newest member of the most famous "family" in Chicago which dates back to 1839. The addition of American Family Detergent gives the housewife a choice of either a soap or a detergent under the American Family banner.

American Family Detergent is ideal for laundry, for dishwashing, and for general cleaning.

- American Family Detergent enables the housewife to obtain the whitest, cleanest wash possible in the hard water in and around Chicago.
- As on all American Family products, there are valuable premium coupons im-

printed on all packages; these may be redeemed on a variety of attractive premiums.

- Each American Family Detergent package carries the ® indicating that American Family Detergent has been certified as Kosher and Parve by the Union of Orthodox Jewish Congregations of America.



## P and G THE WHITE NAPHTHA SOAP

P and G, one of the Company's oldest brands, was first marketed in 1905. Until wartime shortages caused it to disappear temporarily from dealers' shelves it was the largest-selling bar laundry soap in America.

P and G, The White Naphtha Soap, is an economical soap for all kinds of cleaning, kitchen work, and laundry.

- P and G's suds give quick action in water of any temperature — cool, lukewarm, or hot; and they rinse out rapidly.
- Ounce for ounce, P and G gives big value at low cost.
- Many women who use package laundry soaps wouldn't be without P and G to rub on extra-dirty spots.
- There is good display and identification value in the snappy blue and white wax wrapper — and it seals out air, keeping P and G fresh and easy to use.

## CRISCO

"America's best-liked, largest-selling vegetable shortening."

Here are some of the reasons for Crisco's consistent leadership since its introduction in 1911:

1. It is the original hydrogenated, pure vegetable shortening, having been fully homogenized since 1912. Crisco is actually creamier and easier to blend than any other leading brand of vegetable shortening.
2. Crisco developed and introduced the "can't fail" pastry method which assures flaky, tender pie crust every time.
3. Crisco developed and introduced the patented "x" ingredient which makes any cake a better cake. This ingredient also makes "Quick Method" cakes possible. With Crisco and this time-saving method, cakes are lighter, richer, more moist and more tender.
4. Crisco is perfect for all kinds of frying and doctors agree that foods fried properly in Crisco are highly digestible. It is reusable for deep frying and is therefore economical. Crisco does not carry over the flavor of one food to another.

Three major Crisco uses are for making cakes . . . pastry . . . pan-fried and deep-fried foods. Other usages include making hot breads, cookies and all other foods that require shortening.

- Crisco is unconditionally guaranteed. Every dealer is authorized to refund the purchase price if for any reason a consumer is dissatisfied. This guarantee appears on each can. Each can also carries the stamp of approval of the Good Housekeeping Magazine.

- Crisco has no flavor or odor. It helps bring out all the natural flavor of foods with which it is used.

- Crisco's "Recipe Roundup" labels are unique in shortenings. It's the only label, printed inside and outside with 4 different

assortments of recipes in each case. These are changed periodically.

- Crisco keeps fresh without refrigeration. Its keeping qualities are superior to lard, butter, margarine, or any competitor's shortening. Because of its exclusive air-free method of packing, Crisco is better protected for freshness. However, excess heat can damage any shortening. Crisco should not be displayed in the direct sunlight during summer months and should never be stored near hot radiators or furnaces.

# FLUFFO

## "The New Miracle Golden Shortening"

New golden Fluffo is the culmination of 16 years of research. It is a completely new blend of several of the finest shortening ingredients and is made by an exclusive Procter & Gamble process. Because it is made from several ingredients, Fluffo can perform in baking and frying in a superior manner. New Fluffo is golden yellow in color. With golden Fluffo housewives can prepare baked and fried foods that are more golden brown, more appetizing, and more digestible.

- In baking, golden Fluffo for the first time lets the housewife actually see when flour and other ingredients are properly blended with shortening, which is particularly important in pastry and biscuits.

- Golden Fluffo is economical to use. It stays clear and light for deep frying, permitting re-use seven or eight times, even more with proper care. Fluffo does not carry over the flavor of one food to another.

- Golden Fluffo is kitchen guaranteed to give superior baking and frying results. Every dealer is authorized to refund the purchase price if any consumer is not completely satisfied.

- Golden Fluffo requires no refrigeration. It is always ready for instant use.

- Golden Fluffo is a pure shortening — not a table spread.

- Golden Fluffo represents a tremendous new business opportunity. Fluffo gives results that cannot be matched by any competitor's brand.

- Excess heat can damage any shortening. Fluffo should not be displayed in direct sunlight during summer months and should never be stored near hot radiators or furnaces.

## Talking Points For Our Brands

Advantages to the consumer and dealer applying to individual brands are listed on the preceding pages. Below are advantages applying to all brands:

1. Our brands are profitable. They have a rapid turnover and yield the dealer a substantial dollar and cent profit.

2. Our brands move—consumers want them. The power of our advertising and the quality of our products join to attract new customers and to keep old customers faithful to our line.

3. Our brands are easy to handle. There is no wastage, no shrinkage, and no spoilage. Our products do not require refrigeration, or special handling. Shelf space and display space devoted to our soaps and shortening will show a greater dollar-sales volume and profit return than can be obtained from most other grocery items.

**Giant Economy Packages** — All of our brands — Duz, Oxydol, Tide, Cheer, American Family Flakes, Ivory Snow, Joy, American Family Detergent, Ivory Flakes, and Dreft (in addition to Economy Spic and Span 12's) are packed in the Giant Economy sizes.

No progressive dealer will want to be without the Giant Economy sizes for his customers.

They offer the following advantages to the dealer:

1. He can make the same profit on only ten Giant Economy sales as on twenty-four Regular packages.

2. He earns the same merchandising allowance on ten Giant Economy packages as on twenty-four Regular packages.

3. His handling costs are reduced considerably. Ten Giant Economy packages can be handled for practically the same cost as ten Regular packages.

4. The Giant Economy package fulfills a real need. With package soap used three or more times daily in the average home, many consumers appreciate having on hand the ample supply which the Giant Economy size provides. It is a convenience as well as an economy.

5. Consumers are educated to think in terms of economy-sized packages; hence, the Giant Economy package is an excellent impulse sales item.

# WHAT HAS TO BE DONE AND WHY

The four responsibilities of your job are:

- I. TO SELL
- II. TO HELP THE TRADE RESELL
- III. TO BUILD GOODWILL
- IV. TO OPERATE EFFICIENTLY AND ECONOMICALLY

We shall consider each of these responsibilities individually to see what constitutes a job well done.

## I. To Sell

Your selling responsibility is two-fold:

To sell or exceed your sales quota on every brand.

To perfect and maintain distribution for each brand and size.

Your first important selling responsibility is to reach or exceed your sales quota on each brand. These quotas have been carefully determined; they are based on reasonable gains over previous shipments into your territory and represent fair sales objectives. They are important figures in the Company's planning, as the combined quotas for all men form the basis of the production schedules. Added compensation, the profit sharing plans, guaranteed employment, and the Company's continued progress depend upon the attainment of quotas.

In your Section, the responsibility is yours to make sure that each brand moves ahead.

Your second important selling responsibility is to see that all of our brands and sizes are stocked wherever they can logically be sold, i.e., to perfect and maintain distribution.

When a consumer looks for one of our brands, fails to find it on the dealer's shelf, and purchases a competitive brand, that sale is irrevocably lost for you and the Company. When the consumer insists on getting our brand and goes to another store for it, a sale is irrevocably lost for the dealer and he may even be losing a customer.

The Company's advertising and goodwill have created a huge demand for our products, and you have the responsibility of seeing that stocks in the stores in your Section are adequate to fill this demand. Allowing a dealer to run short on a brand hurts his business; he cannot sell what he doesn't have, and he cannot make a profit on what he doesn't sell.

## II. To Help The Trade Resell

Only when our products find their way into the home are they consumed and does repeat business result for the dealer and the Company.

When the consumer enters the store, she has all kinds of merchandise on her mind, a shopping bag in her hand, and money in her purse. What she finds in the store with respect to



the display of our brands and the shelf space and position they occupy will greatly influence her buying. Soaps and shortenings are often purchased solely on impulse. Just seeing our brands in the store may remind the consumer that they are needed at home or influence her to choose ours rather than a competitive product.

Newspaper featuring by the trade also has its place in the merchandising of our products. Picture what happens: In the morning Mrs. Consumer hears a radio program and its commercials for one of our brands — let's say Ivory; in the afternoon, as she thumbs through her favorite magazine, she sees colorful Ivory ads; at night she hears another Ivory radio program. All week long Mrs. Consumer has been told the Ivory message. Then, on the grocery advertising day, as she goes through her newspaper to make up her shopping list, she finds Ivory featured by several of her favorite stores. As a result, the chances are that Ivory will be entered on

her shopping list. Featuring by the trade is a vital link between our advertising message and completing the sale to the consumer.

From the dealer's point of view, our brands with known names and quality and with their daily usage in the home and frequent purchase in the store are ideal for trade featuring.

When a dealer ties in with one of our national promotions, he connects with a powerhouse of advertising that sends women by the millions to stores for entry blanks or recipes. This is tantamount to his shouting, "I've got it! Come to my store!"

If you spend one half hour per call per canvass, you are in the store of the average dealer only 1/500 of the time his store is open. How well the Procter & Gamble brands sell to the consumer during the remainder of the time will be greatly influenced by what you do while you are with the dealer to help resell our brands.

### III. To Build Goodwill

The degree of cooperation you are able to get from your trade will be in direct proportion to the goodwill enjoyed by you and by the Company.

How well you are liked and respected by your dealers and how they respond to your suggestions will depend on how you conduct yourself.

How your dealers feel toward the Company will depend upon your handling of their business and upon their understanding of the

fairness of our policies and their appreciation of the important role our brands and sales plans play in their business.

Increases beyond expectation in the business our brands enjoy in your Section will be possible when you get your dealers, jobbers' salesmen, chain supervisors, and chain managers all to feel friendly toward you and the Company and to push the sale of Procter & Gamble brands.

In your Section, you are the Company.

# HOW TO DO IT SELLING THE TRADE

## CLASSIFICATION OF OUTLETS

All outlets are to be classified on the following basis:

1. Jobbers and cooperative association headquarters will be classified "J"; Chain Headquarters, "CHdq."
2. Self-service chain stores selling 500 cases or more of our brands per year will be classified "CSM." All other chains will be classified "C."
3. Independent dealers are to be classified on the basis of their estimated total annual movement of our brands (soap and shortening) as follows:

VL— 500 cases and up  
L— 200 - 499 cases  
M— 75 - 199 cases  
S— 25 - 74 cases  
VS— 24 or fewer cases

To arrive at an estimate of the dealer's total annual movement of our brands, determine from your Call Book records the number of cases purchased from you during the last twelve months and add your estimate of the dealer's purchases from other sources. In the case of a new account, Classification should be set in accordance with your estimate of the volume possibilities of the outlet.

4. Drug stores, department stores, hardware stores, and other special outlets will be classified on the same basis as grocery outlets, but no Call Book sheets are to be prepared on those whose total annual movement of our brands is less than 25 cases.

You should constantly check the Classification of your accounts and make such revisions as are necessary to keep them up to date at all times.

## PROMOTIONS

- The promotions used by the Company to induce consumers to purchase our brands are very strong sales tools. They give you compelling reasons for perfecting distribution and obtaining volume orders and extraordinary display and featuring.

A promotion may be any one of several types — a contest, a mail-in offer, a special pack, or other special inducement for the consumer. Each type can be made to yield a maximum amount of business through the right kind of sales and merchandising effort on your part.

Whenever a promotion is announced, you can be sure that it will be successful in producing new customers and added business. Careful testing or previous experience has proved it to be effective or it would not be used. You will receive detailed instructions, a tested presentation, and merchandising material for each promotion. Study the instructions carefully and become thoroughly familiar with the presentation to be used.

To gain the most business from a promotion you must

- Plan at least double the volume that

would ordinarily be bought of each promotion brand so that the dealer will have sufficient stock to cover his normal requirements plus the extra drain on his stocks which will result from tie-up with the promotion.

- Show the dealer what the offer means in terms of additional business and profit for him. Do this without going into too many details about the offer itself.

Only when the dealer objects to what is planned should it be necessary to go into more detail regarding a contest or mail-in offer. You should, however, be well armed with additional information and talking points so that these can be presented intelligently and forcefully in order to sell the volume planned. With key dealers, make a somewhat more complete explanation of the promotion, stressing particularly the need for and the value to the dealer of strong tie-up in his publicity and display.

- Arrange for extraordinary merchandising support. In stores having a Canvass Objective of ten cases or more, obtain mass displays of the brands involved. Place entry or order blanks and posters in all stores.

Impress upon the dealer that each entry or order blank can help make a sale for him if it is used right. In self-service stores: in addition to a display, place entry or order blanks close to the brands on the shelf. In service stores: place entry or order blanks in the most prominent spots; have them enclosed with outgoing orders. Familiarize the clerks with the offer; get them to push it.

From every advertising account, obtain one or more features for each promotion. Get one feature at the beginning, announcing the offer; try to secure a second when the promotion is at its peak.

If you handle a chain headquarters, arrange for forced drafts to the stores or obtain authority for the store managers to place special orders for the promotion brands.

## Merchandising Allowance

Occasionally the Company may place a merchandising allowance on a brand for a limited time, as a special inducement to the trade to buy and to push its sale.

For retail dealers, the merchandising allowance will usually be deducted from our invoices.

For jobbers and chain warehouses, the merchandising allowance will generally be handled on a "Count and Recount" basis. Such accounts are billed at the regular list price for the stock they purchase. Their stock is counted at the beginning of the allowance period; to this is added stock received; and from the total is deducted stock on hand at the close of the allowance period, in order to determine the number of cases sold on which the allowance is due. Form DO-27 is used for this purpose.

Detailed instructions for handling each merchandising allowance will always be sent to you.

On every promotion the results you obtain will be in direct proportion to what you do and how you do it. Ample store stocks are needed to merchandise properly those brands on which there is a promotion, and every

worth-while dealer must be sold on the value to him of prominent tie-up, so that he will proceed accordingly in mass display and featuring.

THE PRINCE & CANNON DISTRIBUTING CO. Product S.A.

CUSTOMER Claremont Store Co CLASS OF BUYER S.M.  
ADDRESS 12 Claremont Ave Section 2 Office 111

1	2	3	4	5	6	7	8
DATE	QUANTITY	UNIT PRICE	TOTAL	DATE	QUANTITY	UNIT PRICE	TOTAL
Start Date	38			22			
End Date	115			78			
TOTAL				TOTAL			

Date of last order received prior to original count 3/2/49  
 Number of cartons not delivered not included in original count  
 Date of last order received prior to recount 3/15/49  
 Number of cartons not delivered not included in recount  
 THE ABOVE IS AN ACCURATE RECORD OF STOCK COUNTS ON ABOVE DATES  
 VERIFIED Arthur Miller CUSTOMER P. L. Miller  
 FOR SHIPMENT USE ONLY  
 DATE COMPILED \_\_\_\_\_  
 SHIPMENT RECORDS NOTED \_\_\_\_\_  
 EXTENSION CHECKED \_\_\_\_\_  
 Instructions to Shipper:  
 1. An inspection of "Allowance Period" appears on envelope indicating original count date and date to return of stock and brand name to return to.  
 2. Please customer with stock and use to D O and return original by return.  
 3. All and all allowance period, inspection on original of stock, request paid date of return to return to.  
 4. Have original a good by customer and 65 you and send to D O.



## FIELD ADVERTISING

Field advertising consists of couponing or sampling. The distribution of the coupons or samples is accomplished either by mail or by crews who visit each home in a specified area. Sometimes coupons are also distributed

through advertisements in magazines and newspapers, or through special packs which contain coupons, or they may be left with a dealer to be mailed to his customers.

### The Advance Canvass

An advance canvass is a canvass made prior to sampling or the distribution of coupons. Complete instructions as to the brands affected, the area to be covered, the method of distribution, the general procedure for each campaign, and expected sales volume will be sent to you from your District Office. Fix in your mind the volume requirements for each brand for each size of outlet. Plan heavily for all dealers. Your objective for this canvass must be the sale of sufficient stocks to cover your dealers' regular needs, plus adequate additional stocks to handle coupon redemption.

When specially authorized, two orders may be taken from a dealer during an advance canvass, one covering his regular needs for immediate delivery and the other covering what is needed for coupon redemption, for delivery just prior to coupon release dates.

Whenever field advertising is being done in your Section, it is your opportunity and responsibility to help make it yield the greatest amount of increased business.

Specifically, you are responsible for performing the following functions:

Call on all stores in the area being couponed. The only exception to this may be VS stores, which, if not called on, are to be covered by mail with the aid of a special mailing assembly provided for this purpose.

Explain the plan to every dealer so that he thoroughly understands how, when, and what will be done and what this will mean for his business. Be enthusiastic. Build enthusiasm.

Sell volume. The primary objective of all field advertising is to build permanent consumer business on the brands involved. The results obtained will be greatly influenced by the planning and sales support which you give the campaign. It is your opportunity to obtain complete distribution on all brands and sizes involved and to sell heavy volume.

If for any reason you are in doubt about the salability of store stocks of brands being worked, check these to make sure they are perfect. If they are not salable, follow the instructions for handling unsalable merchandise.

Urge the dealer to ask his customers for their coupons, not merely to wait for them to be brought to the store. The dealer can do this by using the redemption window poster provided by the Company, maintaining mass displays, inquiring of customers in stores, and having telephone and delivery clerks ask customers whether they have coupons to be redeemed.

In the case of an advertising dealer, arrange for prominent features urging redemption to break at the time the coupons begin to reach the consumers and during the following week.



If there is likely to be any misunderstanding concerning coupons that do not have a fixed value, enter the dealer's resale price on his Call Book sheet in the next canvass space for that brand.

You can save many valuable hours for selling by reminding your dealers that they need not wait until your next call to redeem their coupons. Explain that if they will send their coupons to Cincinnati for redemption, the Company will reimburse them for all postage or express costs plus a 2¢ per coupon handling charge. Under this arrangement a dealer may submit coupons to the Company as often as he desires. Supply your dealers with a DO-153 Mailing Envelope, or a DO-213 or DO-227 Mailing Carton and write the store name and address in the return address portion or use the store stamp for this purpose.

Tell them that it is not necessary to count or sort their coupons since this will be done quickly and accurately in Cincinnati. However, if a dealer prefers to compute the money value of his coupons, supply him with Coupon Invoice 2335-GPF. Generally, within three days of the receipt of the coupons in Cincinnati, a check will be mailed. The success of this plan depends to a great degree upon your selling it to your dealers on the advance canvass before the dealer has redeemed any coupons.

This plan is designed to promote goodwill with the trade; therefore, if a dealer insists on having his coupons redeemed in the store, do so. Remind those dealers that they may earn a service payment of 2¢ per coupon by sorting and counting their coupons prior to your next call.

It is your responsibility to recommend this plan to all of your customers except those who you believe will be likely to redeem coupons improperly. In such cases do not suggest that the coupons be mailed in; notify those dealers that you personally will

arrange for payment on your redemption canvass. At that time you will have the opportunity to discover any evidence of improper handling of coupons and to take any necessary steps to protect the Company's interests.

In preparing your Daily Report, follow these instructions: Show on your Daily Report when you begin and end an advance canvass, and check "Advance Canvass" on the Report daily until regular coverage is resumed or the redemption canvass is begun.

In the brand columns show sales of all brands and sizes on which there will be coupons.

Retain your advance canvass Daily Report copies so that you can arrange to sell the needed additional quantities (through personal call, telephone, letter, or through jobber salesmen) to dealers having insufficient stock of one or more brands.

**Jobbers**—Explain to your jobbers the work which the Company is doing and enlist their support. Be sure to sell them extra volume of the brands affected so that they will be able to handle the extra demands on their stocks resulting from the campaign.

Particularly during the last two weeks prior to the distribution of the coupons, jobbers should be encouraged to go after business from their customers on the couponed brands. Their salesmen can be supplied with copies of our regular Organizer Sheets. This will not conflict with your advance canvass, and it will help plug up any holes in distribution. Ask your jobber to notify you at once regarding any of your orders for couponed brands which cannot be delivered, so that other arrangements may be made to get stock into those stores. When you deliver orders personally to a jobber, it is advisable to have the orders approved at that time.

Have it understood by jobbers and association headquarters that the Company will

handle the redemption of coupons and that they are not to redeem coupons from dealers.

**Chains**—You will be instructed by your District Office how to handle the stores of each major chain. Make a special effort to enlist the cooperation of chain store supervisors and managers. Make sure that they are thoroughly familiar with what will be done. They are eager for the extra business that couponing will bring and can do much to make the campaign a success.

If you are responsible for any chain headquarters, follow these instructions:

Whenever possible, arrangements should be made for chain headquarters to send a forced draft to their stores located in the areas to be covered by the field work, preceded by a strong bulletin describing the work and specifying the display support expected.

Notify your District Office of arrangements made which will affect other salesmen, so that they may be guided by these.

Where forced drafts cannot be arranged, try to have headquarters send out a special bulletin to the affected stores, with an order form at the bottom which is to be returned to them so that the quantities specified can be delivered the week before coupons are distributed.

Another effective procedure is to obtain a letter from chain headquarters, on their own letterhead, giving authority to the store managers to order out certain stocks. Show this to each manager and ask him to requisition sufficient quantities of the brands affected. Suggest to him the quantities that he will need and, if possible, get him to place these on his requisition blank then and there.

If the coupon release date is not soon enough to justify this, leave with the manager a Plan Slip showing the quantities to be ordered and the date that applies as a reminder to place the order at a later date. A bulletin from headquarters to the stores, outlining the volume possibilities of the campaign, suggesting displays and paving the way for your call, will help immeasurably.

Tie-in featuring by chains and associations adds considerably to the effectiveness of a field advertising campaign. When one release date applies throughout the chain's territory, the coupon featuring should be included in the main body of the chain's regular ad. When several release dates apply to the chain territory, tie-ins should be arranged by having a special feature added to the regular ad run in the locality affected.

Make sure that the chains you handle know the proper way to submit coupons for redemption.

## HELPING THE TRADE RESELL OUR BRANDS

Whatever you do to help the trade resell our brands is part of your selling job because repeat business results for you and for the

dealer only when our products find their way into the home and are consumed.

### RESALE PRICES

#### Items Should Be Price-Marked

That items should be plainly marked with their selling prices is an important principle of retailing.

Many stores have their own way of indi-

cating shelf prices. In such stores, it is desirable to see that each of our brands is priced, using for this purpose the store's own numerals or stickers.

#### Multiple Prices

Point out the advisability of using multiple prices: instead of 7c, 3 for —c; instead of 10c, 3 for —c; instead of 30c, 2 for —c. Such multiple prices help increase the ave-

rage unit of sale for the dealer because they indicate good value and thus stimulate impulse buying.

## SHELF SPACE AND POSITION

#### Importance of Self-Service Stores

Over seventy-five per cent of the total sales of independent stores are handled by stores that are self-service. Most chain stores are self-service. It is evident, therefore, that a

substantial portion of the business our brands enjoy reaches the consumer through self-service stores.

#### Importance of Shelf Space and Position

In a self-service store the sale of a brand is greatly affected by its location and the amount of shelf space it has.

The following test is reported in the book, *Self-Service Food Stores*, published by Progressive Grocer.

### **The outcome of the two-week test:**

Eighty per cent more soap was sold from the top shelf than from the bottom shelf, proving: some shelf positions are more desirable than others.

During the first week, forty-five per cent more soap was sold than in the second week, proving: total sales are increased when the best sellers are given preferred position.

### **The proper use of shelf space**

- Increases the sales of the soap department.
- Helps bring about an increase in over-all sales for the store.
- Helps prevent out-of-stock conditions which are costly in terms of over-all sales and consumer goodwill.
- Brings about a decrease in labor costs for restocking shelves.
- Makes shopping easier and more convenient for the consumer.

## **Many Existing Arrangements Are Unsatisfactory**

The trouble with soap sections in many stores is that they have grown haphazardly. Frequently not enough space is given to soap in proportion to its importance in terms of dollar volume and profit. Often the brands within the soap section are arranged helter-

skelter with no effort made to allot shelf space in proportion to sales, with the slowest sellers sometimes having the greatest amount of shelf space. The shortening sections are often inadequate or poorly arranged.



## Improvements That Should Be Made

You can do a real favor for dealers who operate self-service markets and at the same time help the business on our brands by calling attention to improvements that should be made in shelf space and position for our products.

The steps to be followed in properly arranging a soap section are:

- Determine average weekly turnover by brands and sizes.

- Allot shelf space in ratio to movement.

It is of utmost importance that this principle be followed to prevent out-of-stock situations which experience has shown to be costly in terms of loss of business on our brands.

- Group products according to their use:

Fine fabric package brands, heavy duty package brands, floating and toilet soaps, and bar laundry soaps.

- Place fastest selling brands first in line of traffic flow.

- Place Giant Economy and Regular sizes together on the shelf. Give the Giant Economy size the "first spot."

- Place Personal Size Ivory in the toilet soap section, not with other Ivory sizes.

In addition to the basic principles just stated, the following ideas find application in well-arranged soap sections:

All soaps and synthetics, both package and bar, should be in one general location. This arrangement speeds traffic and is much more convenient for the consumer.

Dealers operating self-service markets that have old-style shelving consisting of four- or five-shelf fixtures should be encouraged to remove the first and perhaps even the second shelf from the bottom in those sections where large package products will be stocked. It is usually not difficult or costly to do this, and it will help make the household department modern and efficient.

When Regular and Giant Economy packages are placed low and flat, restocking is much easier and faster. In markets handling a large volume of package products, a sizable labor saving can thus be made. In addition to the labor saved in stocking the shelves, there is a further saving in that at no time need package products high on the top shelf be moved forward so that they can be reached by the consumer.

When fine-fabric brands are placed first among the package products, their sale increases. The principle is much like that of placing desserts first in a cafeteria.

In carrying out the above objectives, it is positively not the Company's desire to displace any competitive products, nor to lessen the space that any competitive product merits based on its movement.

## Action To Be Taken

In your day-to-day work, you will come across flagrant examples of the misuse of space. Become aware of these. When an

improvement from which one or two brands will benefit can be made easily and quickly, try to arrange for this at once.



A complete rearrangement of a soap section takes considerable time and must be handled by the store's own personnel. You can help a store operator plan the rearrangement that should be made, without spending an excessive amount of time, by laying out facings in order to determine the best possible arrangement of the brands on the shelves.

You may also find it helpful to illustrate your proposed arrangement on a shelf layout sheet (DO-8).

While facings are being laid out, strive for desirable shelf space for our brands as justified by their movement. Desirable shelf

space is:

- Between hip and arm level. Regular package products stacked on the bottom shelf should come up to this height.
- The first-approach position where there is a distinct traffic flow
- End locations where there is a traffic flow from several directions

Whenever there has been a rearrangement, make sure everyone in the store who has anything to do with restocking the soap section is thoroughly sold on the advantages of the new set-up.

### Monday Morning Is Ideal Time

Early Monday morning is the best time to judge the efficiency of a soap section. The shelves will be bare when fast-selling brands do not have enough shelf space—indisputa-

ble proof that business was lost on Saturday. Monday morning is also generally the best time to have soap sections rearranged because shelf stock is then at its lowest.

### Markets to be Built or Remodeled

In markets to be built or remodeled, the time to get more shelf space and the right kind of shelving for soap is before the new store

layout is decided upon. The time to get the right arrangement of the brands on the shelf is when the shelves are first stocked.

### Follow-Up on Initial Sales

On the canvass following the one on which an initial sale is made, take the time to make sure that brand has proper shelf space. Often you will find that the sale

you made initially is still in an unopened case in the stock room and repeat business for that brand is blocked instead of being helped.

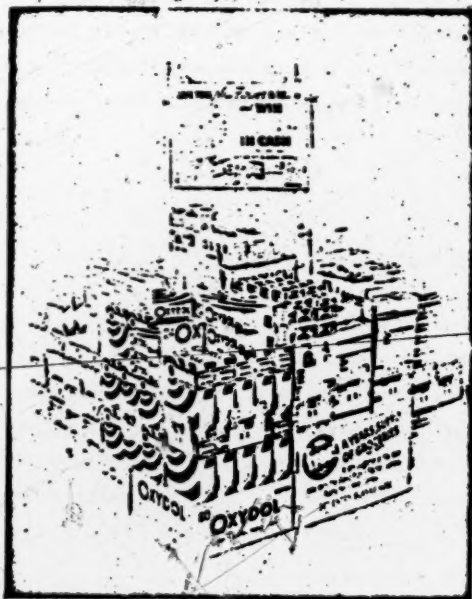
→ FLOW OF TRAFFIC → →

## SOAP DEPARTMENT

IN A SELF-SERVICE MARKET, YOUR OBJECTIVE SHOULD BE TO SECURE FOR OUR BRANDS THE SHELF SPACE AND POSITION THEY DESERVE ACCORDING TO MOVEMENT.

# DISPLAYS

Here are examples of displays which are effective in self-service markets:



Around a pillar



At the beginning of  
the soap section



A mass floor display

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A good display has these characteristics:

It is in a proper location.

It is large enough to command attention.

It is so arranged that it invites self-service.

It shows a price and a reason for buying.

In a self-service store a soap display will be most effective if it is in or near the soap section or the approach to it. A Crisco dis-

play should be located close to the shortenings or in a heavy traffic aisle. Sometimes an additional display of Crisco can be obtained in the meat department. In a service store a display of soap or Crisco should be located in a prominent spot, accessible to the customer for self-service. Near the cash register or scales are generally good locations.

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## Arranging for Displays

When you spend DCM, you are paying for a display service the dealer has agreed to render. If our brands are not on display when you enter the store, or if you are not provided with evidence that they have been

on display, then a display must be made before DCM can be paid. It may be necessary for you to assist in making displays, but the dealer or his clerk should bring from the stock room the full cases needed.

## Secure the Dealer's Help in Making Displays

If you want the display work to be effective and long-lasting, secure the help of the dealer or his clerk. Most of us do not fully appreciate that which we get for nothing. The dealer and his clerks will value displays which have cost them time and effort, and such displays will be maintained.

An easy way to get the necessary stock for

a display is to list the cases needed on a Plan Slip and hand this to the dealer, saying, "If you will have (name of clerk) bring up these cases, I'll help you display them, and then I can pay you — for this." Sometimes the slip can be turned over directly to a clerk who can be bringing up the stock while you are making your presentation.

## Why Our Brands Should Be Displayed

Even without DCM, it would pay the dealer to display our brands. A display helps the dealer in these ways:

It builds profits. There are no items in his store that are more suitable for display than our brands. They are used daily in almost every home and are of interest to every customer on practically every shopping trip.

If the dealer could, it would be profitable for him to say to every customer, "Madam, do you need any soap today?" Many extra sales would be made. The next best thing is having a good, big display where every customer will be sure to see it.

It builds other business. To display our brands at proper prices is to say to Mrs. Consumer, "The prices in this store are right," a subtle and profitable way for him to tell his customers he has good values, not only on our line, but on everything. A dealer who does not advertise has no way of saying this except by display.

It helps create satisfied customers. In quality, each of our brands is unexcelled. A dealer, therefore, can endorse these brands with perfect confidence. He does just this when he displays them.



## Other Pointers on Displays

Put emphasis on brands currently being promoted.

Place the greatest display emphasis in the stores where displays will do the most good. Strive for permanent displays.

Encourage the dealer to place our brands on display when they are delivered, without having to lug hundreds of pounds downstairs to the stock room and upstairs from the stock room. This is particularly desirable when orders are delivered just before coupons are released.

Do not take down stock that has been placed on the shelf, for these obvious reasons:

- The dealer or his clerk has spent time and effort placing this stock on the shelf.

- Usually, not enough stock can be ob-

tained from the shelf to make an effective display.

- A sale may be lost when a customer looks for the brand in its usual shelf position and finds it empty.

Whenever you can, get several of our brands on display simultaneously. An ideal combination consists of three of our brands: a bar soap, a fibre-fabric package soap, and a heavy-duty package soap.

During housecleaning time, have our soaps mass displayed with other housecleaning items, such as buckets, mops, scrub brushes, window cleaners, and waxes.

- Crisco and Fluffo are always desirable items in a display of flour, baking powder, spices, or other cakemaking ingredients.

## Discard Out-of-Date Material

Be on the lookout for our outdated and obsolete entry blanks, order blanks, or display material in stores, and discard such

material. By doing this, you will be assured of better consumer attention to current promotions.

## WINDOW POSTERS

Window posters serve these important purposes:

- They remind a customer entering the store of special offers available inside the store.

- They help the dealer call the attention of passers-by to his specials or special offers, thus attracting new customers to his store.

- They help provide a "circus effect" for our promotions.

## Placing Window Posters

Whether or not the dealer wants posters and whether or not they are left up depends to

a large extent on what you say to the dealer when you are ready to place them. Show that

you value them. Be positive in your suggestions. You may find it helpful to use this statement: "Joe, here's a knockout poster I can give you. Would you like me to place it in this window or over here?" (You are asking "which," not "whether.")

Place posters so that they appear at the eye level of the passer-by or as close to this as possible.

A trail of posters marks the route an aggressive P&G salesman has followed.

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## WINDOW DISPLAYS

You should not spend time making window displays, but whenever you can, encourage the dealer or his clerk to make them with our brands. Our packages are colorful, and

a solid Procter & Gamble window is attention-arresting. (Crisco and Fluffo must not be placed in windows in the summertime.)

## THE DCM PLAN

The Company's DCM Plan (Dealer Cooperative Merchandising) is available to all classes of trade throughout the United States. The purpose of this plan is to cooperate broadly throughout the retailing field in accordance with the capacity of the dealer to provide merchandising service, and to pay in accordance with the schedule for each class of service rendered on our various brands.

There are broadly, three classes of service for which payment can be made, namely:

Class 1—Newspaper featuring and store display.

Class 2—Handbill featuring and store display.

Class 3—Store display alone.

Class 1—The first class of merchandising cooperation applies to newspaper promotion only, based on a minimum schedule of newspaper featuring, supplemented by the usual other auxiliaries of special sales promotion, plus the regular maintenance of prominent displays of brands purchased, in ample supply, readily accessible to the consumer, and in location and quantity at least comparable to competitive products.

Each feature must be equal in space and duration to that ordinarily used by the merchandiser for major feature sales but not less than one column inch per brand, and cannot be combined (priced jointly) with a competitive item.

The Cooperative Merchandising Agreement, Form DO-50, clearly defines the merchandising service required by brands and the amount per case paid by brands for full

schedule performance of Class 1 service. If, for any reason, the merchandiser does not meet the full requirements on any brand, only the proportional part of the full period payment can be made.

All payments will be based on whole (statistical) cases in accordance with our statistical record.

Class 2—The second class of merchandising cooperation applies to direct consumer promotion such as printed handbills, radio, direct mail, or newspaper featuring which does not meet Class 1 requirements, supplemented by the usual other auxiliaries of special sales promotion, plus the regular maintenance of prominent displays of the brands purchased, in ample supply, readily accessible to the consumer, and in location and quantity at least comparable to competitive products.

The Cooperative Merchandising Agreement, Form DO-50, is also used for Class 2 service. For Class 2 service, the payment is 9¢ per statistical case on the specified brands. The same schedule of brand feature requirements will apply under Class 2 as under Class 1. If the merchandiser does not meet the full, specified requirements on any brand, only the proportional part of the full period payment can be made.

While the Class 2 plan does not specify the size of space in handbills required to constitute a feature, the space must qualify as prominent and be commensurate with that used for other feature items. Our brand must not be combined (priced jointly) with any competitive item.

**Class 3**—The third class of merchandising cooperation applies to display only and consists of the regular maintenance of prominent displays of brands purchased, in ample supply, readily accessible to the consumer, in location and quantity at least comparable to competitive products.

The Cooperative Merchandising Agreement on the reverse side of the white copy of the Order Form is used for Class 3 service.

The rate of payment is 6¢ per statistical case for the specified brands, with a minimum payment of 40¢ per delivery. It is necessary to establish this minimum, as going below this amount would be too costly to apply and check. There is no payment on deliveries of less than seven cases.

Class 3 merchandisers who want to provide some direct consumer promotion without contracting for any specific period of time may be paid on a trip-to-trip basis at the Class 2 rate on brands featured in such direct consumer promotion. The Class 3 agreement form makes provisions to handle such Class 2 service rendered on a trip-to-trip basis.

\* \* \* \*

The preceding three plans will apply to orders delivered direct by the Company and to orders written by our representatives but delivered from a jobber or association warehouse. Where merchandising contracts are made with retail outlets on purchases for other than direct shipment, delivery of the goods must be verified.

DCM payments will be made to all classes of retail outlets meeting the merchandising requirements, viz., chain stores, cooperative associations, voluntary chains, individual re-

tallers, department stores, drug stores, etc. For a cooperative association or voluntary chain store to qualify for a contract, its member stores must be identified by the insignia of the group and must participate in and support the regular merchandising service of headquarters.

Accordingly, when the agreement is signed, headquarters must give us a signed statement showing the percentage of their volume that goes to prominently identified member stores who tie-up regularly with headquarters' merchandising by means of floor, counter, or window displays, store posters, etc.

If, at the time payment is due, there has been an appreciable change in the percentage figure, it is the responsibility of the merchandiser to give us a revised statement indicating the new percentage to apply for the period. At least once each year we must verify the accuracy of this percentage figure by making a sufficient number of store checks to be sure we are getting the store tie-up for which payment is made.

If the headquarters of an association or voluntary chain is operating under a DCM contract, and Class 1, 2, or 3 DCM is paid to individual members of the association on purchases made from our salesman for delivery by their headquarters, such payments will be deducted from the gross amount earned by the headquarters under its DCM contract.

Performance under all merchandising contracts must be substantiated either through features checked at the District Office or the actual newspaper or handbill features run, and a statement of displays made.



All features are to be of such character as not to be detrimental to the Company's business.

Under present laws, the dealer is mutually liable and cannot accept payment except for the service actually rendered. It is therefore necessary that the application of the plan

be handled clearly with each outlet and that only partial payment be made in every instance where only partial service is rendered. To secure the maximum payment in each classification of service, the dealer must render the full merchandising service required.

### ARRANGING FOR CLASS 3 DCM

Whenever a Class 3 DCM arrangement is made with a dealer, the Cooperative Merchandising Agreement, which appears on the reverse side of the white copy of the Order Form, must be signed by both you and the dealer in order for the agreement to be valid.

On orders sold by you for delivery by a jobber or an association headquarters, on which Class 3 DCM is due, prepare for DCM purposes a carbon copy of the order on a white

Order Form. The agreement on the reverse side of this must be signed, and you must fill in the name of the jobber or association headquarters delivering the order. If the dealer is a member of a cooperative association, or voluntary chain, show the name of his organization and the sponsoring jobber (if it is a voluntary chain).

All Class 3 Cooperative Merchandising Agreement Forms are to be sent to your District Office.

### Computation of Payment

The District Office will compute and enter the amount of DCM due for Regular Display (Part A of the form). Then the Cooperative

Merchandising Agreement will be returned to you to serve as a payment voucher.

### Filing the Vouchers

To facilitate handling, Class 3 DCM vouchers should be filed alphabetically when received and pulled at the time your planning is done. If you handle many vouchers, obtain

an alphabetical file from the District Office; otherwise an 8½" x 11" envelope should suffice.

### Making Payment

Before making payment on your next call, be sure that the dealer has fulfilled his part of the agreement and that full value has been obtained for the money you pay. Do not make a DCM payment when the dealer has failed to render the required service. It

is the responsibility of the dealer to make and maintain the displays required. You may assist in arranging the display where circumstances justify, but this work should be done primarily by the dealer, and he or his clerks should always bring the goods to the display spot.



Amounts of \$5.00 or less should be paid in cash. When the amount is more than \$5.00, send the payment voucher to your District Office for payment by check. Cross out, on the lower part of the form, the method of payment not desired.

Obtain the merchandiser's signature to the statement that the goods have been delivered and that the contract has been fulfilled; sign this statement yourself.

Attach the payment voucher to your Daily Report as a receipt for the cash payment you made or send it to your District Office as a request for a check to be sent when more than \$5.00 is due.

If the goods covered by the payment were delivered by a jobber or association headquarters, check their invoice to make sure delivery was made as ordered, and record the date of the invoice in the space provided for this on the payment voucher. Mark the jobber's invoice "DCM paid" and sign your name.

Class 3 contracts on which more than \$5.00 is due and which cover orders delivered by a jobber or an association headquarters must be substantiated by their invoices. Attach

these invoices to the payment voucher when returning it to your District Office. The invoices will be returned to the dealer stamped "DCM paid."

**Adjusting DCM Due When Orders Sold Through a Jobber Are Not Delivered as Written** — If at any time the assortment received from a jobber or association headquarters is less than the assortment sold by you, it is your responsibility to decrease the amount of Class 3 DCM due. If, for example, you sold a 10-case order to a dealer for delivery by a jobber and the dealer received only 5 cases, no Class 3 DCM would be due on that order, inasmuch as the amount involved does not equal the required 40¢ minimum for Regular Display. Or, if 10 cases were ordered and only 8 cases were delivered, you must reduce the payment by 12 cents.

The amount paid on a Class 3 DCM agreement must never be larger for any brand or size than the amount due on the order written by you. If, for example, the dealer ordered 10 cases from you for shipment by a jobber and later increased this order to 12 cases, DCM would be due only on the part of the order sold by you, 10 cases.

### **Failure to Perform Required Display Service**

If a dealer fails to perform the required display service, give him until your next call to fulfill the requirements. If the service has not been performed by the end of the extended period, mark the Class 3 DCM payment voucher "VOID" and return it to your District Office. Class 3 DCM contracts

expire ninety days after shipment of the goods and are at that time considered void unless payment was not made because of your failure to call on the dealer or because the dealer has been granted additional time to render the required service.

### **Cancelled or Refused Orders**

If an order for which you have a Class 3 DCM payment voucher was cancelled or

refused, mark the voucher "VOID" and return it to your District Office at once.

## TRIP-TO-TRIP PAYMENT OF CLASS 2 DCM

Part B of the Class 3 Cooperative Merchandising Agreement Form enables you to pay a dealer an additional 3¢ per case (increasing the payment per case from 6¢ to 9¢) for those brands on the order that were featured in newspapers or in handbills or through other direct consumer promotion, in addition to Regular Display.

When the order is placed, handle the Cooperative Merchandising Agreement exactly as you do for Regular Display. The District Office will compute and enter the amount of DCM due for Regular Display and the form will be returned to you to serve as a payment voucher.

On your next trip, if you find that in addition to Regular Display, the dealer has given certain of our brands featuring in accordance with Part B of the Cooperative Merchandising Agreement, proceed as follows:

- Place check marks on the form (now the payment voucher) beside the names of the brands so featured.

- Determine the number of cases on the order of the brands featured and compute the additional amount of DCM due at 3¢ per statistical case ( $1\frac{1}{2}$ ¢ for each

half case,  $4\frac{1}{2}$ ¢ for Spic and Span 12's). Add this to the amount due for Regular Display (previously computed by the District Office).

Attach proof of featuring to the payment voucher when you send it to the District Office.

In all other respects — signature required, method of payment, proof of delivery of jobber or association orders, and cancellations — handle payment vouchers on which Part B applies exactly as you handle vouchers that cover only Regular Display.

It has been found that this trip-to-trip Class 2 DCM plan is preferred by dealers whose potential annual DCM earnings are relatively small. Such dealers generally handle their own advertising, and the trip-to-trip plan eliminates the necessity for their keeping any records except the actual proof of ads run since the salesman's last trip. Providing planned ads covering the brands purchased on every trip and paying for these ads on the next trip not only saves detail, but enables the dealer to fulfill the requirements and earn more DCM money.

## CLASS 1 AND 2 DCM

### Cooperative Merchandising Agreement, Form DQ-50

This agreement form is used for all merchandisers rendering service under our Class 1 or Class 2 plan and is to be filled out, in triplicate. Send the original to the

District Office, leave the duplicate with the merchandiser at the time the contract is made, and retain the third copy for follow-up purposes.

## Length of Contract

It is desirable that all contracts under Class 1 or Class 2 be on an annual calendar year basis with the understanding that we are willing to pay the merchandiser at the end of each four-month period, based on performance and shipments to date, less any previous "interim" payments.

Contracts for a period of four months are permissible, where necessary, with require-

ments as to number of features proportional to the annual requirement for each brand.

Strive to have the requirements of all annual DCM contracts fulfilled by November 30 or earlier, if possible.

Make contracts for the following year on your November-December canvass upon authorization by your District Office, and arrange early January ads at that time.

## Schedule of Featuring

With all accounts rendering merchandising service under our Class 1 or Class 2 plan, a

definite schedule of features to be run should be established as far in advance as possible.

## Making Payment

Whenever an "interim" payment is to be made on a Class 1 or Class 2 agreement, which usually is every four months, the request for this, addressed to the District Office, should be accompanied by:

1. Proof of the merchandising rendered for which payment is to be made. It is the merchandiser's responsibility to submit newspaper tear sheets, handbills, post cards, etc., as proof of the advertising our brands received. However, for accounts for which the District Office is able to check newspaper advertising, tear sheets need not be submitted because DCM will be paid on the basis of the Report of Advertising prepared in the District Office.

2. Proof of delivery of orders sold by you for shipment by a jobber or association headquarters. A merchandiser operating under a DO-50 contract, who buys other than direct, should therefore be instructed to retain his copy of every

order written by you and to attach to this the jobber's or the association's invoice substantiating delivery. Copies of your orders together with these invoices must be sent to the District Office. The District Office will always return all such invoices to the merchandiser; they will be stamped "DCM paid."

The reverse side of Form DO-50 is filled out by the District Office for every contract account and sent to you at the end of each payment period.

A check covering payment for the amount due to date is sent to the merchandiser.

Before the final payment of the year is made, you must obtain the merchandiser's signature in the space provided on the front of the agreement form certifying that the contract has been fulfilled and that payment is to be made. This signature can be secured either on the dealer's copy of the agreement form or, if that is not available, on your copy of the form.

## Media that Qualify

A newspaper must have general paid circulation, usually daily, and be bought by the public to keep posted on current events, local, national, and world-wide. In some areas (principally rural) weekly papers having wide local circulation can be placed in the newspaper class. However, in the large cities and suburban metropolitan sections there are many neighborhood or local papers, such as shopping news and weekly publications of the magazine type, which must not be included in the newspaper class but can be considered in the handbill classification.

A handbill, in order to qualify as cooperation under Class 2 service, means a printed handbill, made by a printing press, and does not include multigraphed, mimeographed, and other types of handbill reproduction. These printed handbills must be distributed direct to homes. Store distribution does not qualify.

Direct mail advertising pieces, such as post cards or bulletins mailed to homes, qualify for Class 2 payments if the mailing covers at least 80 per cent of the dealer's customers.

## Spacing Features

Features should be spaced as evenly as possible throughout the year. No more than four features on any brand (three features on Lava and Kirk's Hardwater Castile) may be counted towards contract performance in any one of the successive four-month periods of the contract, unless it was not possible for the merchandiser to run the required number of features in previous four-month periods because supplies were not available

from the Company. In such cases, if the merchandiser wants to make up shortages against his contract prior to its expiration, it will be permissible for him to do so, provided the features are not crowded into so short a period as to lose their effectiveness.

Not more than one feature can qualify during any one week as performance toward the required number of features on any brand.

## Ivory and Camay

Ivory Large, Ivory Medium, Personal Size Ivory, Camay Bath, and Camay Regular are considered separate brands and the requirements of one column inch for a Class 1 fea-

ture applies to each size. Therefore, these brands must be featured separately in a column inch or more.

## Brands Other Than Ivory and Camay

For brands other than Camay or Ivory, all sizes may be included in the same column inch.

When two or more sizes are prominent sellers, as in the case of Dreft, Oxydol, Duz,

Title, Spic and Span, and Crisco, all sizes should be included in at least 75 per cent of the features. If one size of a brand strongly predominates and the other is of minor volume, it is permissible to base



payment on the total purchases of the brand, provided the volume size is included in all features and the minor size is included in at least 25 per cent of the features.

The Company feels this is a matter that

rests in the hands of its field organization, and our men should be able to get the cooperation of merchandising customers in featuring two or more sizes of these brands in view of the fact that all sizes of a brand can be included in the same column-inch space.

### Miscellaneous Points Regarding Newspaper Featuring

Newspaper features of our brands must be included in the main advertisement of the merchandiser. Features of our brands by such accounts in so-called "strip ads" do not qualify for payment, even though they might be on the same page or adjacent to the main advertisement.

When an advertiser uses a masthead promoting a "Procter & Gamble Sale" and features our individual brands immediately below the masthead, the space devoted to the masthead is to be apportioned equally among the brands featured and added in to determine the lineage given to each brand. When our brands and competitive brands are featured beneath the same masthead, the space devoted to the masthead is to be disregarded. Only the lineage actually given each of our brands will count.

The newspaper advertiser who uses the full one column inch space in key point newspapers, but also runs supplementary smaller space newspaper featuring during the same week in smaller towns within the circulation area of the key point, may use proportionately less space in these small town papers in featuring our brands.

The newspaper advertiser who features the same sale in a given paper during several days of the week may qualify for Class 1 payment by featuring our brand in one column inch on the regular grocery featuring day and giving the required store tie-up. It is to be hoped, of course, that the merchandiser will see his way clear to include our brands in all of his featuring during the week, as in so doing he will increase his volume and total payments.

### Jobbers Providing Only Window Posters

The plan does not provide for the expenditure of cooperative merchandising money

with jobbers who put out a window poster service and nothing else.

### Contracts with Individual Members of Associations

A merchandising contract with an individual member of an association (whether he buys direct or purchases from you for delivery by his headquarters) can cover only the merchandising service which he performs independently from his headquarters. In other

words, to earn the Class 1 rate, the dealer must be a newspaper advertiser under his own name. To earn Class 2, he must put out handbills under his own name independent of his headquarters.



## **Dealers Selling to Other Than Retail Accounts**

Our merchandising payments cannot include goods sold by the merchandiser to an account of another class that does not qualify for the merchandising service. For example, if a merchandiser operates a joint retail-wholesale business, he cannot be paid DCM

on that part of his business which is sold at wholesale. It would be illegal for us to pay merchandising money on such volume and illegal for the merchandiser to accept such payment.

## **Radio Advertisers**

Radio advertisers must submit copy of their commercials, showing date and station, as proof of performance.

## **Mail and Telephone Orders**

DCM is payable on mail or telephone orders provided the necessary merchandising support is obtained from the dealer.

## **Deductions From Invoices**

No deductions for cooperative merchandising are to be made from invoices.

## **No Exceptions Are To Be Made**

All merchandising contracts are to be arranged for on the Company's agreement form, and no exceptions are to be made to our standard form by writing changes into the contract.

If any questions arise concerning DCM, which you cannot clearly answer from the instructions in this Manual, get in touch with your Unit Manager or District Office.

## **When You Spend DCM, You Are the Buyer**

Even without DCM our brands would be featured; with DCM, it is your responsibility to make sure that full value is received. All requirements of the DCM Plan are minimum requirements both as to space and number of features, and it should be your objective to get more space and a greater number of features for every one of our brands.

When you discuss DCM with your trade,

stress what the DCM payments amount to in total dollars and cents for a given period, based on the volume of business of each of our brands. This is far more meaningful than the rate per case.

Be on the lookout constantly for new advertisers who can feature our brands. Strive to have at least one or two of our brands in every grocery trade advertisement.

## BUILDING GOODWILL

When you have a dealer's goodwill you have his interest and confidence; your entire relationship is more pleasant, and with less effort you get better results in sales and merchandising; your brands will be favored when a decision is to be made as to what should be displayed, which brands are to have preferred shelf space, or which brands are to be featured.

Goodwill cannot be bought. It must be earned. The principles on which it is built are simple.

- The dealer must have confidence in you. He must feel that you know your business; that you are acquainted with some of the problems of his business; and above all, that he can depend on what you tell him. Never promise more than you can fulfill; live up to every promise made.

- The dealer must be aware of the advantages of handling our line. The requisites of a brand or a product that a dealer should push are:

1. It should fill a basic need.
2. Its quality should be right, so that it can be recommended without reservation.
3. It should represent good value for the consumer.
4. It should be easy and inexpensive to handle.
5. It should sell well.
6. It should not require too large an investment.
7. It should show a profit.
8. It should bring repeat business.

Our brands meet every one of these eight requisites, and in addition, they can be used to attract business for other items. But it is easy to take these things for granted. The dealer often fails to realize how desirable and how profitable is his distributorship of the Procter & Gamble line. It is for this reason that the advantages our brands provide must be repeated again and again.

With every buyer, direct or indirect, wholesale or retail, these points should be stressed at every opportunity:

Our brands fill a basic need. They can always be recommended; their quality is guaranteed unconditionally. Furthermore, they are priced right so that they represent the greatest value at the lowest possible price.

Our brands are pre-sold. The Company's extensive advertising insures turnover. Our brands are not shelf-warmers. Advertising sends customers to the stores for our brands; it is only necessary to show them to sell them.

Our brands are profitable; they have a rapid turnover; and because they are non-perishable and easy to handle, they have a lower handling cost than most items.

You call on all dealers regularly and help speed up the movement of our brands by providing merchandising ideas and material.

Every dealer has an opportunity to earn DCM in accordance with the service he is able to render.

Goodwill depends on making your customers aware of the importance of our brands and getting them to understand the fairness of our basic selling policies.

Here are a few other suggestions for building goodwill.

- Do not let failure to sell disturb your relationship with a dealer. You will, of course, try hard to get the order, but if you fail, leave the dealer with the feeling that you will be glad to see him on your next trip and that you and he will then be able to do business.
- Do not alight a clerk. In his present capacity he may be able to help the sale of our brands, and at some future time he may be the owner of the business.
- Do not make uncomplimentary remarks about a competitor or his products. This does not mean that you should refrain from calling attention to the advantages and superiority of our brands.
- At every opportunity, tell your trade about the Company's personnel policies, such as guaranteed employment and profit sharing. Make it clear that lower manufacturing costs; lower sales costs; superior buying; advertising power; and, above all, loyal personnel have made the Company a leader in the soap and shortening industry.
- In every situation, represent the Company faithfully, standing squarely for all of its policies and ideals. Reflect your belief in your Company.

## INTERDEPARTMENTAL CORRESPONDENCE

## THE PROCTER &amp; GAMBLE COMPANIES



Divisions

Districts

CSM PROGRAM

DATE Sept 1957

Commission's Exhibit No. 21A-B  
Procter memo on CSM program dated  
September 1957

Our CSM program inaugurated in January of this year has resulted in a marked improvement in the effectiveness of our work with this most important segment of our trade.

To provide an additional stimulus to the program, and to establish minimum requirements for classifying soap and detergent departments as being satisfactory, we are attaching a CSM booklet which is to be used as a basis for discussion with the retail salesman by his Unit or District Manager. It is essential that each salesman thoroughly understand that —

1. While CSM's represent but \_\_\_\_\_% of the District's outlets, they control \_\_\_\_\_% of the volume (use figures applicable to your District).
2. Effective execution of our CSM program can produce substantial extra volume and directly affect his Added Compensation earnings.
3. Each man in conjunction with his Unit Manager must accept the responsibility for the proper administration of this program with the CSM's in his section.

To be effective, adequate time must be allotted to this work. It is not to be administered on a "one shot" or "hit or miss" basis, but as a continuing program of developing satisfactory relations with CSM personnel and their management which will result in attaining our objectives as outlined.

A copy of the booklet is provided for you and each of your Unit Managers. The booklets are not to be shown to the trade. They are to be used solely for training purposes within our own organization. Copies are not to be left with retail salesmen. Each booklet is numbered and it is the responsibility of the District and Unit Manager to be certain that they are properly handled.

Under separate cover we are sending you mystic dashboard stickers imprinted with our five basic CSM objectives. At the conclusion of the discussion with each salesman, a sticker should be presented to him. The clamp affixed to the stickers will serve as a convenient place to keep the salesman's route list for the day and other papers. The stickers will also become a permanent reminder to the salesman of the objectives and procedures of our CSM program and its importance to the Company and himself

83X

ABC:egm

FEDERAL TRADE COMMISSION  
DOCKET NO. 8501 EXHIBIT NO. 21-A  
IN THE MATTER OF The Procter & Gamble Company  
DATE 12/18/57 WITNESS  
ACE REPORTING CO., Official Reporter



# chain supermarket retail operation

216

To implement a more effective retail operation in CSM's, the following are the five basic objectives of our program and the procedure for achieving these objectives:

## objective

## procedure

FEDERAL TRADE COMMISSION  
SECRET NO. 881 EXHIBIT NO. 21-8  
IN THE MATTER OF The People & Goods Company  
DATE 12/18/67 BY WITNESS  
ADV. REPORTING CO. Official Reporter

### 1. Perfect Distribution

- a. Determine brands or sizes not authorized and indicate by placing an X in distribution column of Call Book Sheet.
- b. If authorized item not stocked, make sales presentation.
- c. If item not authorized, specific instructions for sales presentation may be assigned by Unit or District Manager.

### 2. Prevent out of Stock Conditions

- a. If "out" on shelf, item to be restocked, when practical, before leaving store.
- b. If "out" in store, report condition to proper individual, arrange for immediate shipment, and effect adequate future ordering.
- c. If "out" in warehouse, report to District Office. (as per DO 269)

### 3. Enlist Merchandising Support

- a. Shelf Space and Position
  1. Group products into departments—package, liquid, toilet soap.
  2. Allow space in ratio to sales, where practical.
  3. Group products according to use.
  4. Group all sizes of a brand together, where practical. Exception noted on page 2.
- b. Promotion Tie-in — Sell promotions to proper CSM personnel to secure:
  1. Volume orders of special and regular packs.
  2. Supplemental displays.
  3. Use of promotional display pieces.

### 4. Determine Shelf Price Relationship to Headquarters' Instructions

- a. Record current authorized shelf prices for each chain organization on Call Book Sheet in accordance with District instructions.
- b. Call discrepancies to attention of proper CSM personnel.

### 5. Report Pertinent Data to Company

- Follow instructions (DO 269) in regard to use of:
- a. CSM Call Book and Call Book Sheets DO-91C and DO-91SC.
  - b. Daily Report DO-78.



# Classification of soap and detergent depts.

In order to provide uniform standards, outlined below are minimum requirements which must be met if a soap and detergent department is to be classified as S (satisfactory). Also covered are certain arrangements and space allocations which are regarded as US or UA (unsatisfactory).

## Minimum Requirements for

### S (Satisfactory)

#### ARRANGEMENT

1. Separate department for Package, Liquid, Toilet Soap.

2. Within each department—All sizes of each Company brand together. Exception: PSI with Toilet Soap. Notes: 60's need not be placed with other sizes same brand. In stores that group low suds 24's separate from other sizes, Dash 24's may be either next to other sizes of Dash or with low suds 24's. 2's need not be placed with other sizes of that brand providing they are assigned permanent space in or adjacent to the soap department.

85X

3. Package Department Products grouped according to use—heavy duty, light duty, low suds. Arrangement may be considered satisfactory when products are not grouped according to use if to do so would require a major rearrangement with no other benefits resulting.

#### SPACE ALL DEPARTMENTS

4. Space allocated in ratio to sales as nearly as practical.

### U (Unsatisfactory)

1. Package, Liquid, Toilet Soap not separated.

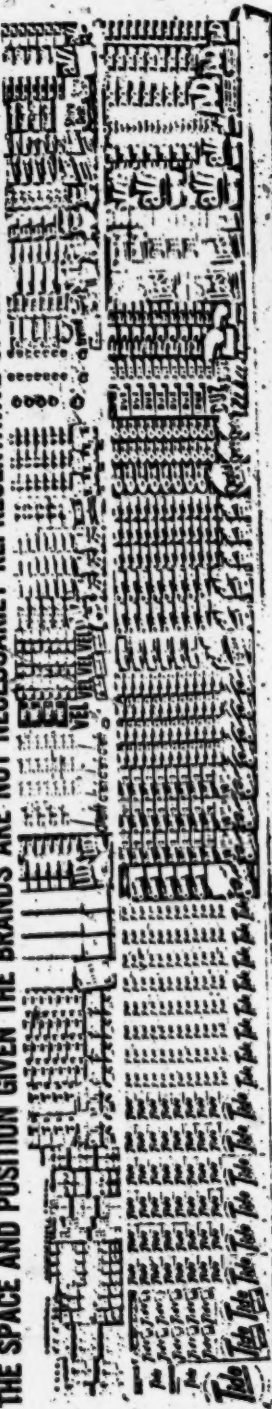
2. Within each department—All sizes of Company brands not together. (See exception and notes to the left).

3. Package Department not separated into heavy duty, light duty, and low suds when minor rearrangement would accomplish this.

4. Slower selling brands with greater shelf capacity than larger selling brands.

or  
Slower selling brands with more than minimum shelf capacity when space for larger selling brands is inadequate.

THE FOLLOWING PHOTOGRAPHS AND EXPLANATIONS ILLUSTRATE THE PRINCIPLES OF PROPER SHELF ARRANGEMENT.  
THE SPACE AND POSITION GIVEN THE BRANDS ARE NOT NECESSARILY REPRESENTATIVE OF ANY PARTICULAR STORE.



**SATISFACTORY ARRANGEMENT AND SPACE, 30 FOOT, SOAP AND DETERGENT DEPARTMENT**

This arrangement has (1) separate departments for package soap and liquids. (2) Within each department all sizes of each Company brand are together. (3) In the package department the products are grouped according to use—heavy duty, light duty, low suds. The space is allocated in ratio to sales as nearly as practical.

DEPARTMENTS	
PKG.	LIQ.
S	S

### REPORT:

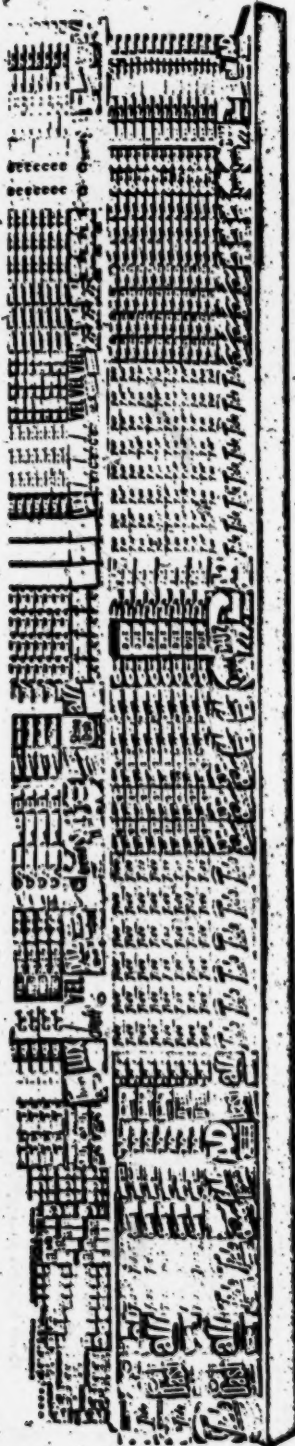
**1 UNSATISFACTORY ARRANGEMENT — PACKAGE, LIQUID, TOILET SOAP NOT SEPARATED**

This arrangement has a liquid placed in the package department. This prevents the arrangement from meeting our minimum requirement for S arrangement as there is no completely segregated liquid department.



DEPARTMENTS	
PKG.	LIQ.
UA	UA

### REPORT:

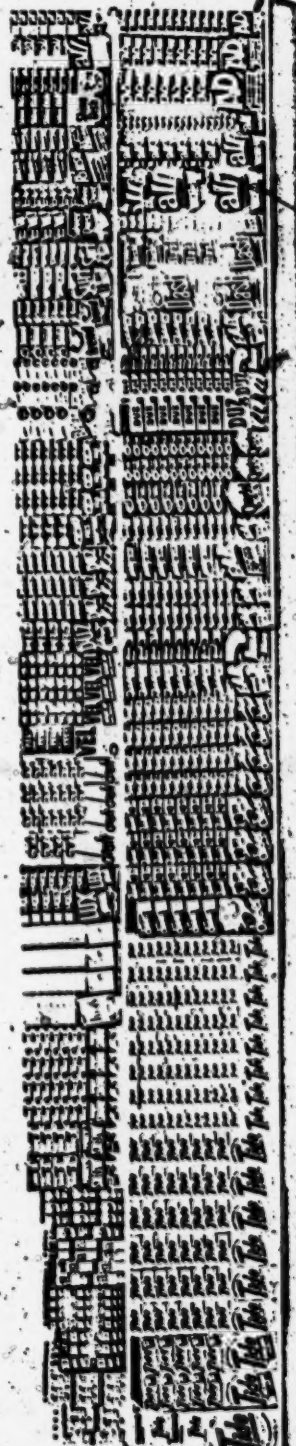


**2 UNSATISFACTORY ARRANGEMENT — WITHIN EACH DEPARTMENT ALL SIZES OF COMPANY BRANDS NOT TOGETHER**

This arrangement has sizes of package soaps grouped together.

**REPORT:**

DEPARTMENTS	
PKG.	LIQ.
UA	S



**2a SATISFACTORY ARRANGEMENT — ALL SIZES OF COMPETITIVE BRANDS NOT TOGETHER**

This arrangement has all sizes of Procter & Gamble brands together.

**REPORT:**

DEPARTMENTS	
PKG.	LIQ.
S	S

2b.

**UNSATISFACTORY ARRANGEMENT — WITHIN EACH DEPARTMENT ALL SIZES  
OF COMPANY BRANDS NOT TOGETHER**

**This arrangement has two sizes of a Company brand split by another brand.**

## REPORT:

DEPARTMENTS	
PKG.	LIQ.
UA	S

3

UNSATISFACTORY ARRANGEMENT - PACKAGE DEPARTMENT NOT SEPARATED INTO HEAVY DUTY, LIGHT DUTY, AND LOW SUDS WHEN MINOR

**REARRANGEMENT WOULD ACCOMPLISH THIS**

**Drift is in the heavy duty; Oxydol with light duties. To correct we merely switch Drefit with Oxydol.**

## REPORT:

DEPARTMENTS	
PKG.	LIO.
UA	S





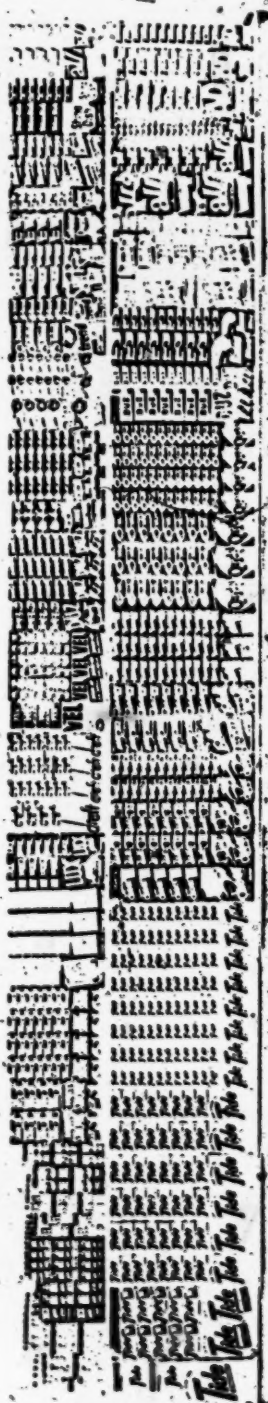
### 3a SATISFACTORY ARRANGEMENT — PACKAGE DEPARTMENT NOT SEPARATED INTO HEAVY DUTY, LIGHT DUTY, AND LOW SUDS BUT TO DO SO WOULD REQUIRE A MAJOR REARRANGEMENT WITH NO OTHER BENEFITS RESULTING

This arrangement has (1) a separate department for package soap and liquid; (2) within each department all sizes of each Company brand are together; (3) within the package department products are grouped according to use—EXCEPT TIDE IS NOT IN THE HEAVY DUTY SECTION. Space is allocated in ratio to sales as nearly as practical.

DEPARTMENTS	
PKG.	LIQ.
\$	\$

### REPORT:

69X



### 4 UNSATISFACTORY SPACE — SLOWER SELLING BRANDS WITH GREATER CAPACITY THAN LARGER SELLING BRANDS

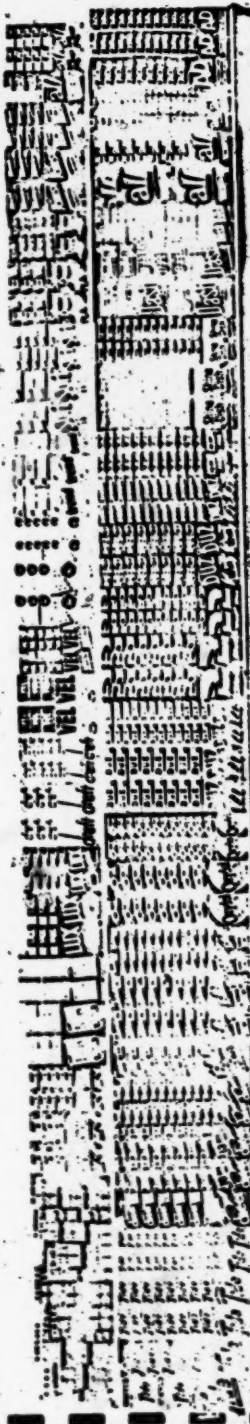
Assume this to be an area where Cheer has a substantially greater percentage of the market than Oxydol. Then this is unsatisfactory space as Cheer has only 2 rows of the 10's to Oxydol's 3 rows and Cheer has only 2 rows of 24's to Oxydol's 4 rows.

DEPARTMENTS	
PKG.	LIQ.
US	\$

### REPORT:

5





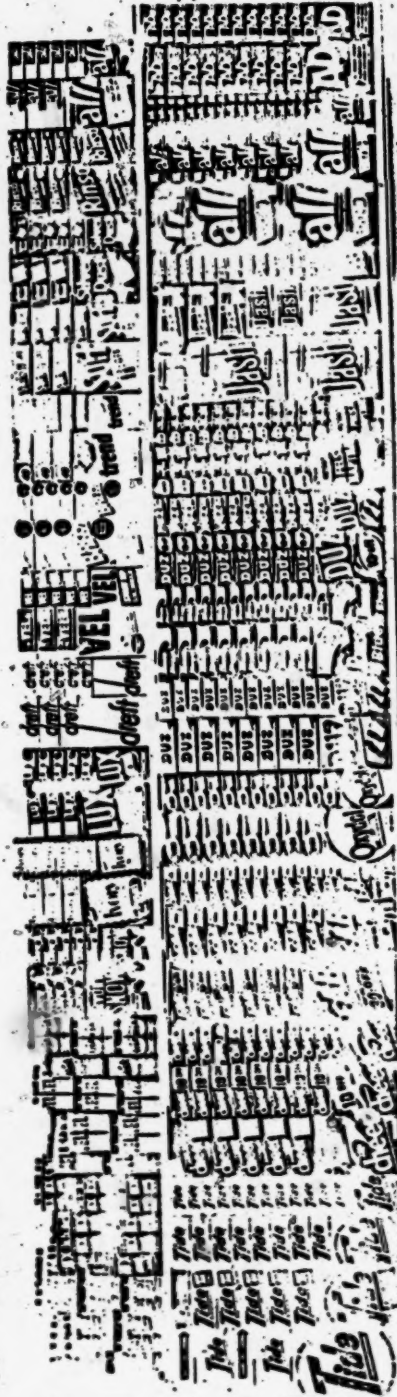
**4a** UNSATISFACTORY SPACE — SLOWER SELLING BRANDS WITH MORE THAN  
MINIMUM SHELF CAPACITY WHEN SPACE FOR LARGER SELLING BRANDS  
IS INADEQUATE.

This arrangement has two rows of 10's and 24's of each brand.

90X

DEPARTMENTS	
PKG.	LIQ.
US	S

**REPORT:**



**SATISFACTORY ARRANGEMENT AND SPACE**

An 18' section with one facing per size of each package brand. This is satisfactory provided that additional space, if needed, cannot be secured by salesman.

2847

DEPARTMENTS	
PKG.	LIQ.
S	S

**REPORT:**

Commission's Exhibit No. 27  
Agreement dated May 28, 1957 between Clorox  
Chemical Co. and The Procter & Gamble  
Company

2(a)

AGREEMENT

AGREEMENT dated May 28, 1957.

CLOROX CHEMICAL CO., a Delaware corporation, hereinafter called the "Company" or "Clorox," and other parties who are signatory hereto, and THE PROCTER & GAMBLE COMPANY, an Ohio corporation, hereinafter called the "Buyer," agree as follows with respect to the exchange by the Company of substantially all of the assets, business and good will of the Company which is engaged in manufacturing, distributing and selling bleaches.

1. Exchange of Assets. Pursuant to and in accordance with the Plan of Reorganization, the Company agrees to transfer and deliver to the Buyer in exchange for the consideration herein provided, substantially all of the Company's then existing assets and business as a going concern, including, without limitation, all of the Company's good will and all rights to the use of the name Clorox (or any variant thereof). The assets so to be exchanged and delivered shall consist of those owned by the Company on the closing date; and such transfer and delivery shall be made free and clear of all liabilities, obligations, liens and encumbrances except only those liabilities and obligations which are to be assumed by the Buyer as hereinafter provided and subject to other exceptions hereinafter specified.

Subject to the terms and conditions of this Agreement and in reliance on the representations and warranties of the Company contained herein, the Buyer will exchange for said assets and business and in full consideration therefor will cause the issue and delivery to the Company of 614,928 shares of common stock of The Procter & Gamble Company, par value \$2. per share which shall be fully paid and non-assessable (computed on a basis of 8-1/2 Procter & Gamble shares for each 10 shares of Clorox issued and outstanding on April 22, 1957) and which shall be listed on the New York Stock Exchange.

Clorox represents that on April 22, 1957, it had outstanding stock options to cover the issuance of not to exceed 29,000 shares of Clorox stock of which 22,500 shares are issuable at \$28.75 per share and 6,500 are issuable at \$29.50 per share. If at the time of closing, any of the said options on 29,000 shares of Clorox stock shall have been exercised and the option price paid, the number of shares to be delivered by Buyer shall be increased by 8-1/2 shares for each 10 shares of Clorox issuable on such exercise.

91X

FEDERAL TRADE COMMISSION  
COMPTON, ILL. EXHIBIT NO. 27  
IN THE MATTER OF THE PROCTER & GAMBLE COMPANY  
DATE 12/18/57 WITNESS \_\_\_\_\_  
A. J. REPORTING CO., Official Reporter

By

*J. J. Janner*

If subsequent to the closing, any of the existing options shall be validly exercised by the holders thereof, upon transfer by Clorox to Buyer of the money received upon exercise of the options, Buyer further agrees to deliver to Clorox 8-1/2 shares for each 10 shares of Clorox with respect to which the option was exercised. Said obligation of Buyer shall not extend more than 120 days beyond the closing date except in the case of option holders who shall have died after the date hereof and not later than three months after the closing date.

Buyer shall not be required to issue fractional shares.

Also, the Buyer at the closing will assume and agree to pay or discharge the Company's liabilities and obligations to the extent and as provided in Section 8 below.

2. Closing. The closing of such exchange shall take place at the offices of the Buyer in the Procter & Gamble Building, 301 East Sixth Street, Cincinnati, Ohio, at 10 A.M. on August 1, 1957. The parties may by mutual agreement extend the date for closing not more than 90 days. At the closing:

(a) Conveyance and Transfer by the Company. The Company will deliver to the Buyer such deeds and bills of sale with covenants of warranty, endorsements, assignments, and other good and sufficient instruments of transfer and conveyance as, in the opinion of Buyer's counsel, Messrs. Dinsmore, Shohl, Dinsmore & Todd, shall be effective to vest in the Buyer good and marketable title to the assets and business to be delivered to the Buyer as provided in this Agreement.

(b) Payment by the Buyer. The Buyer will cause the issue and delivery to the Company of a certificate or certificates for the shares of common stock hereinbefore provided for, and will assume and agree to pay or discharge the Company's liabilities and obligations as provided in Section 8 below.

From time to time, at the Buyer's request (whether at or after the closing and without further consideration) the Company will execute and deliver further instruments of conveyance and transfer and take such other action as the Buyer reasonably may request more effectively to convey and transfer to the Buyer any of the property to be transferred hereunder, and will assist the Buyer in the collection or reduction to possession of said property.

3. Representations and Warranties by the Company. The Company represents and warrants as follows:

(a) Organization and Standing of the Company. The Company is a corporation duly organized, validly existing and in good standing under the laws of Delaware; copies of the Company's Certificate of Incorporation and all amendments thereof to date (certified by the Secretary of State of Delaware) and of the Company's By-Laws as amended to date (certified by the Company's Secretary) which have been delivered to the Buyer are complete and correct as of the date of this Agreement. The Company is duly licensed or qualified and in good standing as a foreign corporation in all states where the Company owns property.

(b) Subsidiaries. The Company owns all rights, interest and property in Watling Specialties Co., and all said rights, interest and property shall be transferred on the closing as a part of the herein-agreed exchange.

(c) Company's Authority. The execution and delivery of this Agreement to the Buyer and the exchange contemplated hereby have been duly authorized by the Company's Board of Directors, and the Company has delivered to the Buyer true and complete copies of the minutes of the meetings of its Board of Directors at which such authority was granted, such copies having been certified by the Company's Secretary. Upon approval and ratification by Company's stockholders, certified copies of the minutes of the meeting at which such action was taken shall be furnished to Buyer.

(d) Financial Statements. The Company has delivered to the Buyer copies of the following financial statements, all of which are true and complete to the best of the Company's knowledge and belief, and have been prepared in accordance with generally accepted accounting principles consistently followed throughout the period indicated:

(1) balance sheets of the Company as of June 30, 1956, (as certified by Lybrand, Ross Bros. & Montgomery, certified public accountants) and as of December 31, 1956, (as certified by the Company's Treasurer);

(11) statements of the Company's profit and loss accounts (including, without limitation, all taxable income of every nature) and of its surplus for the fiscal years



ending June 30, 1950, through 1956, (as certified by Lybrand, Ross Bros. & Montgomery), and for the six months' period ended December 31, 1956, (as certified by the Company's Treasurer).

(e) Absence of Undisclosed Liabilities. Except as herein otherwise indicated and except as and to the extent reflected or reserved against in the Company's aforesaid December 31, 1956, balance sheet, the Company as of such date to the best of its knowledge and belief had no liabilities or obligations of any nature, whether accrued, absolute, contingent or otherwise and whether due or to become due, including, without limitation, tax liabilities due or to become due and whether incurred in respect of or measured by the Company's income for any period prior to December 31, 1956, or arising out of transactions entered into, or any state of facts existing prior thereto. The foregoing shall not be deemed to relate to unfunded past service credits of the Company's pension plan. The Company represents and warrants that it has no knowledge nor has reasonable grounds to know of any basis for the assertion against the Company, as of December 31, 1956, of any liabilities of any nature or in any amount not fully reflected or reserved against in the aforesaid December 31, 1956, balance sheet (except as herein otherwise indicated).

(f) Absence of Certain Changes. Since December 31, 1956, there has not been:

(i) any change in the Company's financial condition, assets, liabilities or business, or mode of operations, other than changes in the ordinary course of business, none of which has been materially adverse;

(ii) any damage, destruction or loss (whether or not covered by insurance) materially and adversely affecting the Company's properties or business, or of any material item carried in the Company's property account;

(iii) any declaration, setting aside or payment of any dividend or other distribution in respect of the Company's capital stock, or any direct or indirect redemption, purchase or other acquisition of any of such stock, except regular cash dividends;

(iv) any increase in the compensation payable or to become payable by the Company to any of its officers, nor any increase to employees or agents, except normal



increases or as provided in union employee contracts, nor any bonus payment or any stock option, pension or any agreement or arrangement therefor made to or with any thereof; or

(v) any labor trouble, or any event or condition of any character, materially and adversely affecting the Company's business or prospects.

(g) Tax Audits. The Company's Federal income and excess profits tax returns have been audited by the Bureau of Internal Revenue for all years to and including the fiscal year ending June 30, 1952. The results of such audits are properly reflected in the financial statements referred to in the aforesaid paragraph (d). No audit was made by the Bureau of Internal Revenue for the fiscal year ending June 30, 1953, but the statute of limitations with respect thereto has run.

(h) Title to Properties; Liens and Encumbrances. The Company has good and marketable title to all its properties and assets, real and personal, including those reflected in the aforesaid December 31, 1956, balance sheet (except as since sold or otherwise disposed of in the ordinary course of business), subject to no mortgage, pledge, lien, conditional sales agreement, encumbrance or charge except for liens shown on such balance sheet as securing specified liabilities set forth therein (with respect to which no default exists), and except for easements and for minor imperfections of title and encumbrances, if any, which are not substantial in amount and which do not materially detract from the value of the properties subject thereto nor materially impair the Company's operations.

(i) Realty; Buildings; Equipment. The Company has delivered to the Buyer an accurate list and summary description, certified by the Company's Treasurer, of all real property presently owned of record or beneficially by the Company, together with a brief description of all buildings located thereon; all such buildings currently used by the Company in its normal operations and the equipment therein are in good operating condition and repair and to the best of the Company's knowledge and belief conform with all applicable ordinances and regulations and building, zoning and other laws.

(j) Patents; Trade-Marks, etc. The Company has delivered to the Buyer an accurate list and summary description, certified by the Company's Treasurer, of all patents, if any, patent

applications, trade-marks, trade names, copyrights and licenses presently owned or held by the Company, all of which are to the best of the Company's knowledge and belief valid and in good standing.

(k) Accounts Receivable. The Company's bills and accounts receivable at December 31, 1956, are reflected in its aforesaid December 31, 1956, balance sheet.

(l) Contracts. The Company has no presently existing contract or commitment beyond June 30, 1957, involving payment by the Company of more than \$10,000 except as listed in Exhibit A hereto.

True and complete copies of all the contracts listed in Exhibit A will be or have been delivered to the Buyer. The Company has to the best of its knowledge and belief complied with all the provisions of such instruments and of all other contracts and commitments to which it is a party, and is not materially in default under any thereof.

(m) Examination of Contracts, etc. Buyer shall have to and including 30 days after delivery within which to examine the copies of the contracts delivered to Buyer and listed in Exhibit A. If Buyer finds any of said contracts is in any material respect different from the present understanding of Buyer, Buyer may terminate this Agreement forthwith provided that Buyer gives written notice of such fact and of such termination to the Company on or before the expiration of said 30-day period.

In the event Buyer elects to have assigned to it and to assume at the closing any of the contracts listed in Exhibit A and Exhibit B, Buyer shall furnish to the Company a list thereof on or before 45 days after delivery for Buyer's examination. In the event the Company finds that it will be unable (without the payment of consideration) to assign effectively any contract so specified by Buyer, the Company shall notify Buyer of such fact in writing, whereupon Buyer, if it deems such assignment to be material, may forthwith terminate this Agreement by written notice to be given to the Company within five (5) days after the Company has notified Buyer of its inability to effect such assignment.

In the event the Company finds it is unable (without the payment of consideration) to obtain a cancellation of any contracts which Buyer has not elected to have assigned to it and assume, the Company shall notify Buyer of such fact in writing,

and unless Buyer notifies the Company in writing within five (5) days thereafter that it will indemnify and hold harmless the Company from and against all liabilities, claims and damages thereunder, the Company may forthwith terminate this Agreement by written notice to the Buyer.

(n) Compensation Paid by Company, Banks, etc. The Company has delivered to the Buyer a true and complete list as of the date of this Agreement, certified by the Company's Treasurer, showing:

(1) the names of all persons whose compensation from the Company for the fiscal year ending June 30, 1957, will equal or exceed \$10,000, together with a statement of the full amount paid or payable to each such person for services rendered or to be rendered in said fiscal year, and the basis therefor;

(11) the name of each bank in which the Company has an account or safe deposit box and the names of all persons authorized to draw thereon or to have access thereto; and

(111) the names of all persons, if any, holding powers of attorney from the Company, and a summary statement of the terms thereof.

(o) Litigation. Except for suits fully covered by insurance and suits of a character incident to the normal conduct of the Company's business and involving not more than \$5,000 in the aggregate, there is no known litigation or proceeding pending, or to the knowledge of the Company threatened, against or relating to the Company, its properties or business, nor does the Company know or have reasonable grounds to know of any basis for any such action, or of any governmental investigation relative to the Company, its properties or business, except a claim of the government of Canada for certain import duties, amounting to no more than \$25,000, which is being contested.

(p) Disclosure. No representation or warranty by the Company in this Agreement, nor any statement or certificate furnished or to be furnished to the Buyer pursuant hereto, or in connection with the transactions contemplated hereby, contains or will contain any statement of a material fact known to be untrue or omits or will omit to state a known material fact necessary to make the statements contained therein not misleading.

4. Access and Information. The Company agrees to give to the Buyer and to the Buyer's counsel, accountants, engineers and other representatives full access, during normal business hours throughout the period prior to the closing, to all of the Company's properties, books, contracts, commitments and records, and to furnish the Buyer during such period with all such information concerning the Company's affairs as the Buyer reasonably may request.

5. Conduct of Business Pending Closing. The Company warrants and agrees that, pending the closing:

(a) The Company's business shall be conducted only in the ordinary course;

(b) no change shall be made in the Company's Certificate of Incorporation or By-Laws except as may be first approved in writing by the Buyer;

(c) no change shall be made in the Company's authorized or issued capital stock except pursuant to options now outstanding;

(d) no unusual dividend or other distribution or payment other than its regular dividends (which shall not be changed) shall be declared or made in respect of the Company's stock, nor will the Company directly or indirectly redeem, purchase or otherwise acquire any of such stock; provided that if the closing occurs between July 19 and September 10, 1957, the Company may declare a regular quarterly dividend payable to stock of record on a date prior to the closing date;

(e) no increase shall be made in the compensation payable or to become payable by the Company to any officer, employee or agent, except with Buyer's express consent, nor shall any bonus payment, stock options, stock purchase or pension, or arrangement therefor be made by the Company to or with any thereof; but normal increases or as provided in union employee contracts, whether modifications or renewals thereof, are not hereby prohibited

(f) no contract or commitment shall be entered into by or on behalf of the Company extending beyond July 31, 1957, without the Buyer's prior written approval, except commitments which will not involve payment by the Company of more than \$10,000 and except normal commitments for the purchase of raw materials and supplies as listed in Exhibit A or Exhibit B hereto;



(g) no change shall be made affecting the banking and safe deposit arrangements referred to in the foregoing Section 3(n) without the Buyer's prior written approval;

(h) the Company will use its best efforts to preserve its business organization intact, to keep available to the Buyer the services of its present officers and employees, and to preserve for the Buyer the good will of the Company's suppliers, distributors, customers and others having business relations with it;

(i) the Company will comply with the laws of all states in which the Company has properties (including, without limitation, any requirements of the so-called "Bulk Sales Act") and all other applicable laws as may be required for the valid and effective consummation of the exchange provided for in this Agreement.

**6. Further Requirements in Connection with the Closing.**  
At the closing:

(a) Change of Company's Name. The Company will take all steps necessary or appropriate to change its name, as of the date of the closing, from Clorox Chemical Co. to a new name bearing no resemblance to its present name;

(b) Books and Records. The Company will turn over to the Buyer all of the Company's books and records (other than its stock book, stock ledger and other books relating to its capital stock). During the five years succeeding the closing, each party will permit the other party at all reasonable times on request, to inspect all such books and records and make extracts therefrom.

**7. Conditions Precedent to Company's and Buyer's Obligations.** The respective obligations of the Company and Buyer under this Agreement are subject respectively to the fulfillment, prior to or at the closing, of each of the following conditions:

(a) Company's Representations and Warranties True at Closing. The Buyer's obligations are subject to the condition that the Company's representations and warranties contained in this Agreement or in any certificate or document delivered pursuant to the provisions hereof or in connection with the transactions contemplated hereby shall be true at the time of closing as though such representations and warranties were made at such time.



(b) Company's Performance. The Buyer's obligations are subject to the condition that the Company shall have substantially performed and complied with all agreements and conditions required by this Agreement to be performed or complied with prior to or at the closing.

(c) Officers' Certificate. The Buyer's obligations are subject to the condition that the Company shall have delivered to the Buyer a certificate of the Company's President and Treasurer, dated the closing date, certifying to the fulfillment of the conditions set forth in Section 7(a) and (b) above.

(d) Buyer's Examination and Satisfaction. The Buyer shall have made such examination of the Company's properties, books, records, finances, and condition as it may desire, and shall have determined that the condition of the Company, including its assets, liabilities, and operations is substantially as reflected on the Company's books and in the Company's Balance Sheet and Operating Statement of December 31, 1956, and that there have been no materially adverse events or developments affecting the Company's business or the proposed transaction up to the closing date.

(e) Opinion of Company Counsel. The Company and the Buyer shall have received an opinion of Company's counsel, Steinhart, Goldberg, Feigenbaum & Ladar, dated the closing date, that

(i) the Company's corporate existence and good standing are as stated in Section 3(a) above;

(ii) the Company has good and marketable title to all its properties and assets as stated in Section 3(h) above;

(iii) except as may be specified by such counsel, such exceptions to be acceptable to Buyer (except matters fully insured, the claim of the Canadian government for import duties hereinbefore referred to, and immaterial claims), they do not know or have any reasonable grounds to know of any litigation, proceeding or governmental investigation pending or threatened against or relating to the Company, its properties or business;

(iv) all proceedings required by law or the provisions of this Agreement to be taken by the Company in connection with the transactions provided for by this Agreement have been duly and validly taken;

(v) the Company has complete and unrestricted power to sell, convey, transfer and deliver to the Buyer all of the assets, business and good will to be sold hereunder, and the instruments executed and delivered to the Buyer hereunder are valid in accordance with their terms and effectively vest in the Buyer good and marketable title to the Company's assets, business and good will as contemplated by this Agreement, free and clear of any and all liabilities, obligations, liens and encumbrances (except only those liabilities and obligations expressly assumed by the Buyer as provided in Section 8 below); and

(vi) the exchange and the conveyances, transfers and deliveries hereunder to the Buyer are not in contravention of any applicable Federal, state or local law insofar as the Company's conduct and obligations are concerned;

(f) Opinion of Buyer's Counsel. The Buyer and the Company shall have received from Buyer's counsel, Dinsmore, Shohl, Dinsmore & Todd, an opinion to the effect set forth in subdivisions (iv), (v) and (vi) of Section 7(e) above; and the Company shall also have received from Buyer's counsel an opinion applicable to Buyer paralleling subdivisions (i), (iv) and (vi) of Section 7(e) above, including an opinion that the Procter & Gamble shares when delivered hereunder will be duly and validly issued, fully paid and non-assessable.

(g) Ruling by Commissioner of Internal Revenue. The Company shall have obtained from the Commissioner of Internal Revenue a ruling in form satisfactory to the Company's counsel, to the effect that no gain or loss will be realized by the Company as a result of the exchange or by the Company's stockholders as a result of the distribution to its stockholders of shares of Procter & Gamble received by the Company in the exchange.

8. Buyer's Assumption of Liabilities and Obligations. Except as provided in Section 3(m), upon the closing the Buyer will assume and pay or discharge all those liabilities and obligations of the Company as of the closing date, whether accrued, absolute, contingent or otherwise, excepting only those liabilities, if any, which were known to the Company and were not disclosed by the Company to the Buyer.

Except for State income and Franchise taxes on or measured by income attributable to this transaction which Buyer hereby specifically assumes, the Buyer shall not assume or

be liable for any liability of the Company for taxes or otherwise, in respect of any income or profit derived from the exchange provided for by this Agreement.

9. Name Containing "Clorox." Buyer shall have the right to form a subsidiary company prior to the closing, which may use the word Clorox in its corporate name. The Company on request from the Buyer at any time before closing agrees to give its consent to the use of any such name and to the qualification of such subsidiary in any State where Buyer deems such qualification necessary. No use may be made of the word Clorox other than in the corporate name of Buyer or its subsidiary nor shall Buyer or its subsidiary permit any use of the word Clorox alone or in conjunction with any other words by any other person, firm or corporation prior to the closing. If for any reason the closing should not take place, Buyer will promptly take such action as may be necessary to cause said subsidiary to cease using the word Clorox.

10. Brokerage; Company's Expenses, etc. The Company will pay no brokerage or commission and will indemnify the Buyer and hold it harmless against and in respect of any claim by anyone employed by the Company or who claims to have been employed by the Company for brokerage or other commissions relative to this Agreement or to the transactions contemplated hereby. However, the Company shall have the right to reserve or retain out of the assets exchanged sufficient cash, but not more than \$150,000 plus any amounts paid or to be paid on account of sales (excise) taxes (to such extent reducing the assets to be transferred to the Buyer in the exchange) for the payment of all taxes and other expenses incurred and/or accrued by the Company for its own account to and after the date of closing and attributable to the exchange transaction, to the continuation of the Company pending dissolution and to the dissolution and liquidation of the Company (to the extent not paid before closing). Any balance not so used shall be transferred to Buyer on completion of liquidation.

11. Adjustment of Shares in Certain Events. Procter & Gamble will not issue any stock dividend or stock by way of split or rights or warrants to purchase shares of its common stock at less than its then fair market value prior to the date of consummation of the exchange without making a proportionate adjustment in the number of Procter & Gamble shares to be delivered hereunder.

12. Covenant Not to Compete. The undersigned officers of the Company, upon consideration of the promises herein set forth, and the Company agree that from and after the closing, it and they will not directly or indirectly own, manage, operate, join, control, or participate in the ownership, management, operation or control of, or be connected in any manner with, any business under any name similar to the Company's name. The individual parties signatory hereto further agree that for a period of two (2) years after the closing, they will not in any manner directly or indirectly compete with, or become interested in any competitor of, the Buyer throughout the United States, but acquisition or ownership of 5% or less of the issued and outstanding securities of a competitor is not hereby prohibited. Said parties signatory hereto agree that the remedy at law for any breach by any of them of the foregoing will be inadequate and that the Buyer, in addition to any other remedies, shall be entitled to temporary and permanent injunctive relief without the necessity of proving actual damage to the Buyer.

13. Nature and Survival of Company's Representations, etc. All statements contained in any certificate or other instrument delivered by or on behalf of the Company pursuant hereto or in connection with the transactions contemplated hereby shall be deemed representations and warranties by the Company hereunder. All representations, warranties and agreements made by the Company in this Agreement or pursuant hereto shall survive the closing hereunder and any investigation at any time made by or on behalf of the Buyer. Nothing herein contained shall prevent the Company from dissolving and liquidating at such time as its Board of Directors may determine it to be in the best interest of the Company and the stockholders.

14. Effect of Applicable Laws. The terms of this Agreement and the rights and obligations of the parties are subject to the requirements (for example, those with respect to notice, waiting period, reports, recordings, filings, etc.) of and compliance with any applicable Federal or State law now in force or hereafter enacted and the parties hereto agree to comply with any such law and to cooperate fully with each other in such compliance. However, if such compliance delays the closing more than six calendar months from the date hereof, or if litigation or administrative proceedings in connection with such compliance are commenced prior to closing, then either party may on thirty days' notice cancel and terminate this Agreement.



15. Buyer and Buyer's Subsidiary. Buyer shall have the right by assignment of this Agreement or otherwise to have the Procter & Gamble shares to be delivered hereunder and the performance of this Agreement made by and to a wholly-owned subsidiary of Buyer (now existing or organized hereafter) and any rights, agreements, covenants or warranties in favor of Buyer shall inure to and run to said subsidiary and also to Buyer, and either may enforce the same. Any and all obligations running to the Company shall be binding on said subsidiary and upon the Buyer.

16. No Liability on Termination for Default. If at the time herein provided for the closing either the Company or the Buyer is in default in any material respect in complying with or observing any material term or provision of this Agreement to be complied with or observed by such party at or before the closing, the other of said parties may elect not to proceed with the closing at the time herein provided and may by notice to the defaulting party given not less than three days before the closing, terminate this Agreement. In the event of such termination by reason of default, as aforesaid, unless such default was willful, neither of said parties shall have any right or claim against the other by reason of this Agreement and all rights and obligations hereunder shall terminate.

17. Covenant Against Assignment. Subject to the provisions of Section 15 hereof, neither this Agreement nor the rights of either of the parties hereunder may be assigned by either party hereto without the prior written consent of the other party. Subject to such covenant, all the terms and provisions of this Agreement shall be binding upon and inure to the benefit and be enforceable by the successors and assigns of the Company and the Buyer.

18. Ohio Law to Govern. This Agreement is being delivered and is intended to be performed in the State of Ohio and shall be construed and enforced in accordance with the laws of such State.

19. Notices. All notices, requests, demands and other communications hereunder shall be in writing and delivered to the Company or the Buyer, and shall be deemed to have been duly given if delivered or if mailed, first class postage prepaid, registered mail, return receipt requested:

(a) if to the Company, at 850 - 42nd Avenue, Oakland 1, California, Attention of the President, or at such other address as the Company may from time to time furnish the Buyer in writing;



(b) if to the Buyer, at the Procter & Gamble Building, 301 East Sixth Street, Cincinnati 1, Ohio, Attention of the Executive Vice President.

20. Counterparts. This Agreement is executed in three or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have duly executed this Agreement on the date first above written.

Attest:

CLOROX CHEMICAL CO.

By \_\_\_\_\_  
President

\_\_\_\_\_  
W. J. Roth

\_\_\_\_\_  
W. L. Wolford

\_\_\_\_\_  
Earl M. Matson

\_\_\_\_\_  
V. L. Montgomery

\_\_\_\_\_  
W. M. Towers

Attest:

THE PROCTER & GAMBLE COMPANY

By \_\_\_\_\_  
Executive Vice President

# CLOROX CHEMICAL CO.

850 - 42nd AVENUE  
OAKLAND 1, CALIFORNIA

Commission's Exhibit No. 28  
Notice of special meeting of stockholders of  
Clorox Chemical Co. dated July 1, 1957  
and Proxy statement

## PROXY STATEMENT OF CLOROX CHEMICAL CO.

This proxy statement is furnished in connection with the solicitation of proxies to be used at a special meeting of stockholders of Clorox Chemical Co. (hereinafter sometimes called "Clorox") to be held at the office of the corporation, 850 - 42nd Avenue, Oakland, California, on Wednesday, July 24, 1957, at the hour of 2:00 o'clock P. M. (Pacific Daylight Time) and at any adjournment or adjournments thereof, for the purposes set forth in the attached Notice of Special Meeting of Stockholders.

### SOLICITATION AND REVOCABILITY OF PROXY

The solicitation of the enclosed proxy is made by and on behalf of the management of Clorox. The enclosed proxy may be revoked by the person giving it at any time before it is exercised by a written revocation, or by a duly executed proxy bearing a later date filed with the Secretary, or orally in open meeting.

The total cost of preparing, assembling and mailing the proxy statement, the form of proxy, and any additional material relating to the same meeting or subject matter furnished to security holders subsequent to the furnishing of the proxy statement, will be borne by Clorox. If it appears advisable to solicit proxies otherwise than by use of the mails following the original mailing of the proxy material, such solicitation of proxies may be made by some of the officers and regular employees of the corporation, none of whom will receive additional compensation therefor. The corporation may also request banks, brokers and other nominees to forward proxy material to their customers or principals who have a beneficial interest in the capital stock of the corporation registered in the name of nominees, and will reimburse such banks, brokers and other nominees for their reasonable out-of-pocket expenses.

### VOTING SECURITIES

There are outstanding 724,744 shares of the capital stock of the corporation. All outstanding shares of capital stock are voting shares. Only stockholders of record at the close of business on June 21, 1957, are entitled to vote at the Special Meeting. No stock can be voted at said meeting which shall have been transferred on the books of the corporation after said June 21, 1957. The corporation also has outstanding stock options which were granted to officers and key employees pursuant to the Restricted Stock Option Plan (as amended) of the corporation. The holders of said options are entitled to purchase not to exceed an additional 27,700 shares of the capital stock of the corporation pursuant to and in accordance with the terms of the stock options. The stock options are presently exercisable as to 7,700 shares.

## SECURITY HOLDINGS OF OFFICERS AND DIRECTORS AND PRINCIPAL HOLDER OF VOTING SECURITIES

The number of shares of the capital stock of the corporation held beneficially, directly or indirectly, as of June 21, 1937, by each person who has been a director or officer of the corporation at any time since July 1, 1936, the beginning of the last fiscal year of the corporation, is as follows:

Name	Offices	No. of Shares
Larry J. Barton	Vice-President & Director	2,400
Robert Dalziel	Chairman of Board of Directors	20,830
B. J. Feigenbaum	Vice-President & Director	3,300
Earl M. Matson	Vice-President, Secretary & Director	1,860
V. L. Montgomery	Vice-President—Production	1,920
T. D. Parks	Vice-President—Research	50
W. J. Roth	President & Director	36,972 (1)
W. M. Towers	Treasurer, Assistant Secretary & Director	710
B. F. Trimpe	Vice-President—Sales	20
L. B. Vallandigham	Assistant Treasurer	1,000
W. L. Wolford	Executive Vice-President & Director	5,720

(1) W. J. Roth, President of the corporation, owns directly of record and beneficially 36,972 shares of the capital stock of the corporation. Mr. Roth is a co-executor of the Estate of Annie I. Murray, Deceased, which holds 17,600 shares of capital stock of the corporation. Mr. Roth is also a co-trustee of the Annie I. Murray Trust (a Trust created under the Last Will and Testament of Annie I. Murray, Deceased) which owns 7,700 shares of the capital stock of the corporation. Both Mr. Roth and his wife, Annie L. Roth, have a substantial beneficial interest in said Estate and said Trust. Mr. Roth is also a co-trustee of a Trust created under the Last Will and Testament of W. C. R. Murray, Deceased, which owns 33,000 shares of the capital stock of the corporation. Mr. Roth does not have any beneficial interest in the last mentioned Trust or in any of the shares owned by said Trust. Thus, Mr. Roth has a beneficial ownership interest in a total of 62,272 shares of the capital stock of the corporation, representing 8.6 per cent of the outstanding voting securities of the corporation; he has a record ownership interest only in an additional 33,000 shares, representing an additional 4.6 per cent of the outstanding voting securities of the corporation.

## ACTION TO BE TAKEN AT SPECIAL MEETING

The primary purpose of the Special Meeting is to consider and act upon a proposal to authorize the exchange of substantially all of the property and assets of Clorox Chemical Co. for shares of the common stock of The Procter & Gamble Company in accordance with the Letter Contract and Agreement between the parties (hereinafter for convenience referred to as the "exchange transaction"), to approve the Letter Contract and Agreement and the Plan of Reorganization of Clorox, and to authorize the officers and directors of Clorox to take any further action deemed necessary or desirable to make such exchange effective, including amendments to the Letter Contract and Agreement as well as to the Plan of Reorganization.

It is proposed that the exchange transaction be consummated on August 1, 1937, if authorized by the necessary affirmative vote of Clorox stockholders and if the Agreement is not canceled or terminated in accordance with its terms. The closing date may be extended in accordance with the terms of the Agreement in certain events including the requirement of additional time to comply with any provision of law.

It is the present intention of the management to call a further special meeting of the stockholders of Clorox to be held at the earliest date possible after the consummation of the exchange transaction and the elimination of the outstanding Clorox stock options (either through exercise, expiration or cancellation) for the purpose of effecting the dissolution of the corporation under Section 275 of the Delaware Corporation Law. The proxies of Clorox stockholders will be solicited for use at such special meeting by and on behalf of the management of Clorox, and an appropriate Proxy Statement will be furnished to each stockholder whose proxy is so solicited. Immediately upon such dissolution, Clorox will distribute the shares of Procter & Gamble stock received by Clorox in the exchange transaction in complete liquidation of Clorox in the manner hereinafter set forth.

Counsel for Clorox has pointed out that since Clorox is a Delaware corporation its affairs are governed by the laws of that state. Counsel has advised that the exchange transaction does not constitute a statutory merger or consolidation under the Delaware Corporation Law. The Delaware Corporation Law makes no provision for the payment to a stockholder of Clorox, who objects to the proposed exchange transaction, of the value of his stock.

## A. SUMMARY OF MATERIAL FEATURES OF PROPOSED EXCHANGE PURSUANT TO THE PLAN OF REORGANIZATION

### AGREEMENT FOR EXCHANGE OF PROPERTY AND ASSETS

Clorox Chemical Co. and The Procter & Gamble Company of Cincinnati, Ohio, (hereinafter sometimes called Procter & Gamble) have entered into an Agreement (consisting of a Letter Contract dated April 18, 1957, and accepted by Clorox on April 22, 1957, and a supplemental Agreement dated May 28, 1957, hereinafter jointly referred to as the "Agreement") whereby Clorox has agreed, subject to the authorizing vote of the holders of at least two-thirds ( $\frac{2}{3}$ ) of the outstanding capital stock of Clorox (and in no case less than the affirmative vote of the holders of 301,630 shares of Clorox stock), to transfer to Procter & Gamble, or to a wholly-owned subsidiary of Procter & Gamble, all of the property and assets of Clorox, subject to its liabilities and obligations which are to be assumed (except to the extent provided in the Agreement) solely in exchange for common stock of Procter & Gamble.

The Agreement has been authorized by the Board of Directors of Clorox and ratified by the Board of Directors of Procter & Gamble. Approval of the Agreement by the stockholders of Procter & Gamble is not required by law.

### BASIS OF EXCHANGE TRANSACTION

The number of shares of Procter & Gamble common stock to be delivered to Clorox on such exchange is  $8\frac{1}{2}$  shares of Procter & Gamble common stock for each 10 shares of Clorox capital stock issued and outstanding on the closing date and a like  $8\frac{1}{2}$  shares of Procter & Gamble common stock for each 10 shares of Clorox capital stock thereafter issued pursuant to the exercise of the outstanding stock options of Clorox. (See "Outstanding Stock Options.") The proceeds received by Clorox upon the exercise of such stock options after the closing date shall be forthwith paid by Clorox to Procter & Gamble or to its wholly-owned subsidiary.

### OUTSTANDING STOCK OPTIONS

Clorox had outstanding on June 21, 1957, stock options covering the issuance of not to exceed 27,700 shares of Clorox capital stock of which 21,200 shares were issuable at \$28.75 per share, and 6,500 were issuable at \$29.50 per share. The aforesaid stock options were granted by Clorox to certain of its executives and key employees pursuant to its Restricted Stock Option Plan (as amended). It is anticipated that all unexercised options will have been exercised prior to the dissolution and liquidation of Clorox.

In accordance with the provisions of the stock option agreements, the said options will first become exercisable as to not to exceed the full number of shares covered thereby upon the closing date of the exchange transaction by reason of the termination of the employment of all optionees by the present Clorox Chemical Co. on the closing date. The options will be exercisable for a period of three months after the termination of an optionee's employment (or in the event of the death of an optionee while so employed or prior to the expiration of said three-month period, then during a period of one year following the death of an optionee). It is anticipated that all stock options will be exercised by the optionees on the closing date or promptly thereafter, and that Clorox will have obtained a waiver by each optionee of his right to exercise any unexercised rights under his option at any time subsequent to two weeks after the closing date. Thus, each optionee will have only a limited period within which to exercise his option and no undue delay in commencing dissolution proceedings of Clorox should result.

### LIQUIDATION OF CLOROX

Pursuant to the Plan of Reorganization approved and adopted by resolution of the Board of Directors of Clorox on April 22, 1957, a copy of which Plan of Reorganization is set forth as Exhibit A hereto, proceedings for the dissolution of Clorox will be commenced at the earliest practicable date after consummation of the exchange transaction and the elimination of the outstanding Clorox stock options either through exercise, expiration or cancellation. The shares of Procter & Gamble stock received by Clorox in such exchange will be distributed to the stockholders of Clorox pro rata in complete liquidation of Clorox in exchange for and upon surrender of their shares of the capital stock of Clorox. Procter & Gamble will not issue any fractional shares. Full shares representing the aggregate of fractional shares which would otherwise be distributed direct to Clorox stockholders will be delivered to an agent for Clorox stockholders. The agent (to be designated by Clorox) will act upon the instructions of and for each stockholder who has an interest in less than one full share of Procter & Gamble stock either (i) if so instructed within thirty (30) days of the date of delivery to the agent, to purchase an interest or interests in less than a full share at the expense of such stockholder so that the stockholder will be entitled to receive one additional full share (the same to be delivered to such stockholder), or (ii) if no instruction is received by the agent within said thirty (30) days (or if specifically so instructed), to sell such fractional interest for and at the expense of such stockholder and to distribute the proceeds of such sale to the stockholder. The expense to be borne by a stockholder who directs the purchase or sale of a fractional interest may include usual brokerage commissions and charges and a nominal fee to the bank or trust company appointed to act as agent.



# FEDERAL TAX STATUS OF EXCHANGE TRANSACTION AND LIQUIDATION OF CLOROX

In the opinion of counsel for Clorox, neither the exchange transaction nor the distribution, in complete liquidation of Clorox, to Clorox stockholders of the shares of Procter & Gamble stock received by Clorox in such exchange will result in the recognition of gain or loss for Federal income tax purposes, either by Clorox or by its stockholders under the Internal Revenue Code of 1954. Gain may be recognized for Federal income tax purposes to the extent of any cash received by a Clorox stockholder upon the sale of any fractional interest in a share of Procter & Gamble stock. Clorox has applied to the Internal Revenue Service for a ruling covering these and related questions and consummation of the exchange transaction is conditioned upon the receipt by Clorox of a ruling to the foregoing effect satisfactory in form and content to counsel for Clorox.

## CONDITIONS TO THE CONSUMMATION OF EXCHANGE TRANSACTION

In addition to the usual conditions with respect to the verification of physical properties and financial condition, absence of any materially adverse event or development, legal opinions by counsel of both parties, substantial compliance with the terms and conditions of the Agreement, and the usual warranties, the exchange transaction is expressly conditioned upon the following:

(i) Authorization of the exchange transaction by the affirmative vote of the holders of not less than 501,630 shares of Clorox capital stock at the Special Meeting or any adjournment or adjournments thereof;

(ii) Receipt by Clorox of a ruling from the Internal Revenue Service covering the Federal tax effect of the exchange transaction and liquidation of Clorox satisfactory in form and content to counsel for Clorox (See Federal Tax Status);

(iii) The right of Procter & Gamble or Clorox to terminate the Agreement at any time prior to the closing, if the other is in default in any material respect in complying with or observing any material term or provision of the Agreement.

## DIVIDENDS

The most recent dividend paid by Clorox was a quarterly dividend of 42 1/2¢ per share paid on June 10, 1957, to stockholders of record at the close of business on May 24, 1957. The most recent dividend paid by Procter & Gamble was a quarterly dividend of 50¢ per share paid on May 15, 1957, to stockholders of record at the close of business on April 22, 1957. The Agreement provides that Clorox will make no distribution or payment on its stock prior to the closing date other than its regular dividends which shall not be changed, except for payment dates. The Board of Directors of Clorox expects to declare a third-quarter dividend of 42 1/2¢ per share payable on July 30, 1957, to stockholders of record at the close of business on July 19, 1957. It is anticipated that Clorox stockholders will have received three quarterly dividends during the first three quarters of the calendar year 1957 and that they will receive a further quarterly dividend during the calendar year 1957 on the shares of Procter & Gamble common stock to be delivered to Clorox in the exchange transaction and to be distributed to them upon liquidation of Clorox. If delay in the closing date should result in Clorox stockholders not receiving a dividend on Procter & Gamble shares during the calendar year 1957, it is expected that a fourth-quarter dividend of 42 1/2¢ per share will be declared by Clorox during the calendar year 1957 on the then outstanding shares of the capital stock of Clorox. There can, of course, be no assurance as to the future dividends of either company as they are dependent on future action of the Board of Directors of each company.

## OPERATIONS AFTER CONSUMMATION OF EXCHANGE TRANSACTION

The management of Clorox has been advised that it is the present intention of Procter & Gamble, in order to preserve the goodwill connected with the name and business of Clorox, to form a wholly-owned subsidiary to be known as The Clorox Company, an Ohio corporation, to which corporation will be transferred the property and assets of Clorox. It is presently intended that The Clorox Company will continue the business of Clorox without major change in personnel, suppliers or method of distribution, except that it is anticipated that W. J. Roth, President of Clorox, will become a director of and consultant to The Clorox Company. The Clorox Company will be able to avail itself of Procter & Gamble advisory services.

## EXPENSES IN CONNECTION WITH EXCHANGE TRANSACTION

Clorox was represented in the negotiation of the Agreement by J. Barth & Co., Investment Brokers, San Francisco, California, which firm will not receive any brokerage from Clorox. Clorox has the right to reserve out of the assets to be transferred in the exchange transaction up to \$150,000, plus any amounts paid or to be paid on account of sales (excise) taxes, for the payment of taxes and other expenses attributable to the exchange transaction, to the continuation of Clorox pending dissolution, and to the dissolution and liquidation of Clorox. The balance of the amount reserved by Clorox and not so used is to be transferred to Procter & Gamble (or its subsidiary) upon the completion of the liquidation of Clorox. Procter & Gamble is to pay any brokerage fee incurred by it, together with any and all fees, expenses, taxes and charges allocable to its portion of the exchange transaction.



#### PROPOSED EXCHANGE TRANSACTION

The Procter & Gamble Company has received a request from the Federal Trade Commission for certain information relating to the proposed transaction. Dinsmore, Shohl, Dinsmore & Todd, Counsel for The Procter & Gamble Company, have rendered to it their opinion that the proposed transaction would not violate any federal law in the absence of later factual developments. The Agreement contains a provision that the closing is conditional upon the rendition of a further opinion by said firm (dated as of the closing date) that the exchanges and transfers are not in contravention of any applicable federal, state or local laws.

In the event the proposed exchange transaction between The Procter & Gamble Company and Clorox is consummated in accordance with the Agreement, The Procter & Gamble Company will have outstanding not to exceed 20,508,117 shares of its common stock, the exact number depending upon the number of additional shares of Clorox capital stock issued by Clorox upon exercise of outstanding Clorox stock options. There were 19,868,539 common shares of The Procter & Gamble Company outstanding on June 5, 1957, and said figure of 20,508,117 is based upon the assumption that the same number of its common shares will be outstanding on the date of the consummation of the proposed exchange transaction. If the number of common shares of The Procter & Gamble Company outstanding on the date of the consummation of the proposed exchange transaction is more than 19,868,539 then said figure of 20,508,117 will be increased by the number representing the difference between 19,868,539 and the number of common shares of The Procter & Gamble Company actually outstanding on the date of the consummation of the proposed exchange.

It is anticipated that the excess of the market value of the shares of the common stock of The Procter & Gamble Company delivered to Clorox in exchange for the property and assets of Clorox, over the value ascribed to the net tangible assets of Clorox so acquired will be included in the Goodwill, Patents and Licenses account of The Procter & Gamble Company. It is the present intention of The Procter & Gamble Company not to amortize amounts carried in this account.

**C. FINANCIAL DATA AND FINANCIAL STATEMENTS**

**RANGE OF SECURITY PRICES**

The high and low prices at which transactions were effected on the Pacific Coast Stock Exchange (formerly the San Francisco Stock Exchange) in the case of Clorox stock, and on the New York Stock Exchange in the case of Procter & Gamble common stock during the periods indicated below were:

Period	CLOROX (1)		PROCTER & GAMBLE (2)	
	High	Low	High	Low
1955 January, February, March	27	22 1/2	51	43 1/2
April, May, June	27 1/4	25 3/4	51	47 1/4
July, August, September	33 1/2	27 1/4	54	48 1/2
October, November, December	37	29 1/2	50 1/4	48 3/4
1956 January, February, March	37 1/2	33 1/4	54	47 1/4
April, May, June	39 1/4	31	55 1/4	48 1/2
July, August, September	33 1/4	29	55	48 1/2
October, November, December	32	28 1/2	51 1/2	45 1/2
1957 January, February, March	37	31	50 1/2	44 3/4
April, May	40	36	49 1/2	46 3/4

(1) Prices of Clorox stock have been adjusted for a 10% stock dividend of May 5, 1955, and for a 100% stock dividend of April 20, 1956.

(2) Prices of Procter & Gamble stock have been adjusted for a 2-for-1 split of June 1, 1956.

The closing sale price on the Pacific Coast Stock Exchange on June 26, 1957, for Clorox stock was 38 1/4 per share.

The closing sale price on the New York Stock Exchange on June 26, 1957, for Procter & Gamble common stock was 46 3/4 per share.

**SUMMARY OF EARNINGS, BOOK VALUES AND DIVIDENDS**

The following is a summary of the earnings and book values on an adjusted per share basis for Clorox and for Procter & Gamble and its consolidated subsidiaries. The respective amounts set forth are based upon audited statements of Lybrand, Ross Bros. & Montgomery for Clorox and of Haskins & Sells for Procter & Gamble, with the exception of the amounts for the period July 1, 1956, through March 31, 1957, which are based upon unaudited statements of the respective companies, but neither company knows of any adjustment necessary for a fair presentation of the results of their respective operations. There is further included a third column of pro forma earnings and book value per share of Clorox stock giving effect to the proposed exchange transaction for the periods shown.

Earnings Per Share:	PROCTER & GAMBLE (1)	CLOROX (2)	PRO FORMA PER SHARE OF CLOROX STOCK (3)
Fiscal Year ended June 30, 1952	\$ 2.16	\$ 1.73	\$ 1.83
" " " June 30, 1953	2.18	1.86	1.85
" " " June 30, 1954	2.71	1.86	2.29
" " " June 30, 1955	2.97	2.82	2.53
" " " June 30, 1956	3.05	2.81	2.60
Nine Months ended March 31, 1957 (Unaudited)	2.63	2.68	2.25
Book Value Per Share:			
June 30, 1956	\$20.96	\$13.50	\$17.68

- (1) The earnings per share for Procter & Gamble have been adjusted for a 2-for-1 split of June 1, 1956. Earnings per share are on the basis of the average number of shares outstanding during each period.
- (2) The earnings per share for Clorox have been adjusted for a 10% stock dividend of May 5, 1955, and for a 100% stock dividend of April 20, 1956.
- (3) The figures in this column were computed on the basis of a consummation of the proposed exchange transaction as of the commencement of the five-year and nine-month period shown and adjusted for the stock dividends and stock split designated in notes (1) and (2). The figures represent the earnings for the respective periods and the book value as of June 30, 1956, as so-computed per share of Clorox capital stock.

**Dividends Per Share:**

The first two columns of the following table set forth the actual cash dividends, adjusted for the stock dividends and stock split designated in notes (1) and (2) above, per share of Procter & Gamble and Clorox stocks for the periods shown. The ratio of the proposed exchange transaction is 0.85 of a share of Procter & Gamble stock for one share of Clorox, and for purposes of comparison only, the third column sets forth 85% of the Procter & Gamble dividend for the respective periods. Thus, the figures represent the cash dividend which a Clorox stockholder would have received (on the assumption that the dividend policy of Procter & Gamble would have been unchanged) on the equivalent of one share of Clorox stock if the proposed exchange transaction had been consummated as of the commencement of the five-year and nine-month period shown.

	PROCTER & GAMBLE	CLOROX	PROCTER & GAMBLE DIVIDEND PER SHARE OF CLOROX STOCK
Fiscal Year ended June 30, 1952.....	\$1.30	\$1.136	\$1.105
" " " June 30, 1953.....	1.30	1.25	1.105
" " " June 30, 1954.....	1.625 (1)	1.364	1.38125
" " " June 30, 1955.....	1.75 (1)	1.398	1.4875
" " " June 30, 1956.....	1.75 (1)	1.55	1.4875
Nine Months ended March 31, 1957.....	1.35	1.275	1.1475
Current quarterly dividend on an annual basis.....	\$2.00	\$1.70	\$1.70

(1) Includes extras of \$ .325 paid in May, 1954, and \$ .25 paid in May, 1955, and 1956.

Subsequent to March 31, 1957, a dividend of \$ .425 per share was paid on Clorox stock on June 10, 1957, and a dividend of \$ .50 per share was paid on Procter & Gamble stock on May 15, 1957.

Note: In reviewing the foregoing summaries, attention should be called to the following comparative facts:

During this five-year and nine-month period, Clorox devoted its entire effort to the manufacture and marketing of one product, CLOROX—liquid bleach and disinfectant. During the same period The Procter & Gamble Company expanded its business in the United States by introducing nationally ten new products in three highly competitive and widely diversified fields. It has also entered the peanut butter, baking mix and household paper products businesses. It built a new toiletries and a new food products factory. It acquired two food products factories, one of which has been materially enlarged. It doubled the size of its headquarters research facilities near Cincinnati, opened three new research laboratory buildings at branch plants and built a new General Office building. Overseas, it commenced manufacturing in six new plants and in three new countries.

**FINANCIAL STATEMENTS**

Attention is called to the financial statements included herein. Additional financial statements relating to prior years for both Clorox and Procter & Gamble are on file at the office of the Securities and Exchange Commission, Washington, D. C., and at the office of the Pacific Coast Stock Exchange, San Francisco, California, for Clorox, and at the office of the New York Stock Exchange, New York, New York, for Procter & Gamble.

**D. RECOMMENDATION OF MANAGEMENT****ANALYSIS OF FAIRNESS OF EXCHANGE TRANSACTION**

The terms of the Agreement were negotiated by the respective officers of Clorox and of Procter & Gamble by arm's length bargaining. In determining the basis or ratio of exchange and the relative fair and reasonable value of the property and assets of Clorox and of the common stock of Procter & Gamble, consideration was given to many factors, including comparative market prices, past earnings and prospective earning potentials, dividends and book values of the shares of both companies. The ratio arrived at was determined, as stated, by arm's length bargaining. J. Barth & Co., Investment Brokers, San Francisco, California, acted as advisors to the officers and Board of Directors of Clorox and have recommended that in their judgment the exchange transaction (and in particular the ratio agreed upon) is fair and equitable and in the best interests of Clorox and its stockholders.

There is no present affiliation between Clorox and Procter & Gamble and there has been no course of business between them.

#### REASONS FOR EXCHANGE TRANSACTION

Clorox has for many years and is presently engaged in the manufacture and sale of a single product, a sodium hypochlorite bleach and disinfectant under the trade-mark "CLOROX." The Board of Directors of Clorox Chemical Co. has from time to time during the past several years had under consideration the manufacture and sale of an additional product or products, believing that the future of the Company would be greatly strengthened by diversification. It is believed that such diversification can be best obtained by an exchange of the Clorox property and assets for common stock of Procter & Gamble. The distribution of these shares to the Clorox stockholders in exchange for their present Clorox stock upon the dissolution and liquidation of Clorox will give Clorox stockholders an equity interest in a highly diversified business, as well as a continuing interest in the business of Clorox.

The shares of Procter & Gamble are listed on the New York Stock Exchange and the Cincinnati Stock Exchange, whereas the shares of Clorox are listed solely on the Pacific Coast Stock Exchange. Thus the Procter & Gamble shares which the Clorox stockholders will receive upon the liquidation of Clorox should have a much broader market than the present Clorox shares.

Clorox has effected some distribution of its product in foreign countries, but it finds that it cannot economically obtain any substantial volume of foreign business due to high freight rates, without the establishment of several manufacturing plants in foreign countries. Procter & Gamble has numerous plants in foreign countries and is in a position to manufacture Clorox at these plants and therefore merchandise Clorox in numerous foreign areas at a lower price and with a higher percentage of profit.

#### RECOMMENDATION OF BOARD OF DIRECTORS

The Board of Directors of Clorox is unanimously of the opinion that the proposed transaction is in the best interest of Clorox and its stockholders and that the terms of the Agreement are fair and equitable. It therefore recommends that you vote in favor of the transaction and the Plan of Reorganization for Clorox of which the exchange transaction is a part.

#### VOTING OF SHARES REPRESENTED BY PROXY

Shares represented at the Special Meeting by proxy will be voted as specified by the stockholder in the space provided therefor in the form of proxy enclosed. In the event the stockholder does not so specify, the proxies will vote for authorization of the proposed exchange transaction, the Plan of Reorganization, and the Agreement, including authorization for the officers and directors of Clorox to take any further action deemed necessary or desirable to make such exchange effective, including amendments to the Agreement and Plan of Reorganization.

#### PRESENTATION OF OTHER MATTERS, AT SPECIAL MEETING

The management does not intend to present to the Special Meeting any business or proposal other than the matter described above. The management has not been informed and does not know that any other person intends to present any matter for action at the meeting. If any other matter, however, should properly come before the meeting, it is intended that the enclosed proxy will be voted in respect thereof in accordance with the best judgment of the proxies.

Dated: July 1, 1957.

By order of the Board of Directors.

EARL M. MATSON, Secretary.



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**THIS IS A  
PROMOTION**

*a complete C*

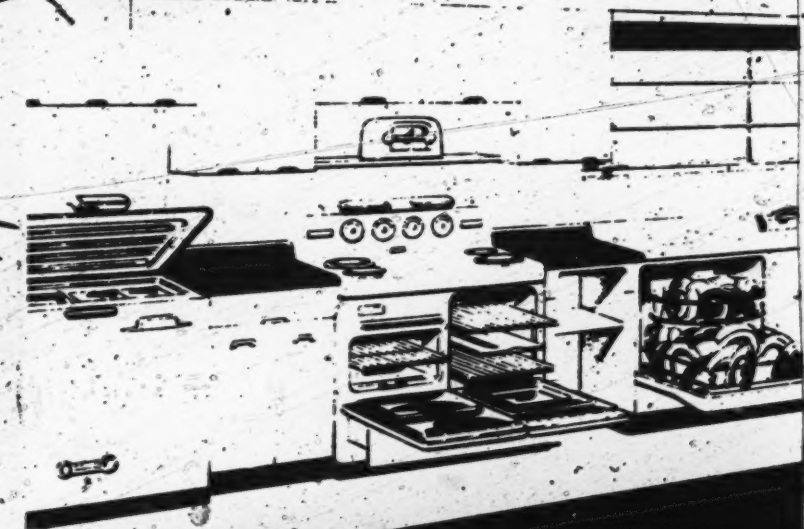
FILED IN: FEDERAL COURT  
DOCKET NO. 8576  
IN THE MATTER OF: *James & Gordon Company*  
DATE: *1-31-54* WITNESS  
JAMES REPORTING CO., UNITED STATES

**you**

FEDERAL COMMISSION  
DOCKET NO. 0001 EXHIBIT NO. *84-A*

Commission's Exhibit No. 84A C  
Contest on Camry Ivory Snow

**CAN REALLY  
TIE IN WITH**

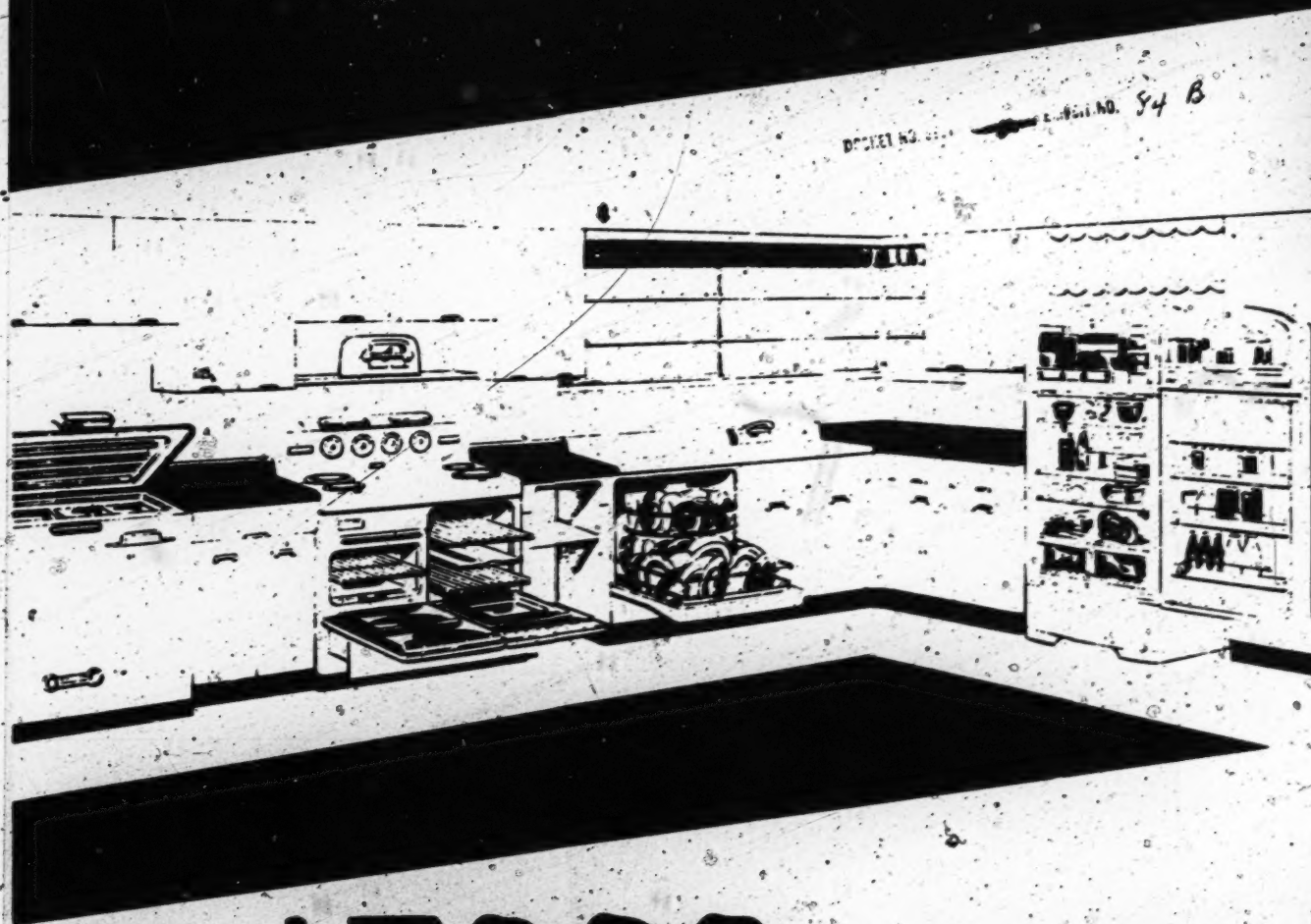


**GRAND  
PRIZE \$5000**



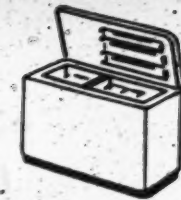
# a complete CROSLEY KITCHEN

every day for 20 days as 1st  
PRIZE IN CAMAY-IVORY SNOW'S  
BIG CONTEST



## 2nd PRIZES

3 CROSLEY HOME FREEZERS  
EVERY DAY FOR 20 DAYS



## 3rd PRIZES

25 CROSLEY TABLE RADIOS  
EVERY DAY FOR 20 DAYS



1st PRIZE WINNERS who send in Giant Ivory Snow box tops and  
Bath Size Camay wrappers receive an additional prize of \$100.00  
down payment on any Crosley TV or room air-conditioner.

**GRAND PRIZE** **\$5000** IN CASH TO BEST OF  
1st PRIZE WINNERS

*Plus*

\$200 worth of groceries and a year's supply  
of CAMAY and IVORY SNOW to all 1st prize  
winners from winners' grocery stores.

**and WE PAY THE COST!**

115X

# THIS IS WHAT **YOU** CAN DO

(Be sure to have plenty of IVORY SNOW and CAMAY on hand

Contact your local Crosley dealer or distributor to obtain sample appliance prizes

(Build large displays of IVORY SNOW and CAMAY around prizes

Feature this big contest in your ads

**LET THIS PROMOTION HELP  
YOU START OFF A RECORD-  
BREAKING YEAR IN 1953!**

FEDERAL TRADING COMMISSION  
ORDER NO. 6911  
EXHIBIT NO. 1

115Y



FEDERAL TRADE COMMISSION

DOCKET NO. 1 EXHIBIT NO. 111A

IN THE MATTER OF The Procter & G.

DATE 1-31-58 WITNESS

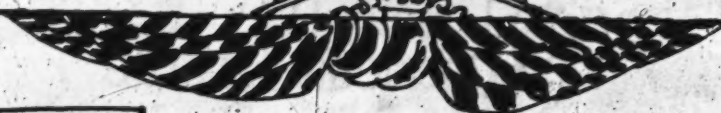
ACE REPORTING CO., OFFICE

By



CN/K

Commission's Exhibit No. 111A-1  
Presidential parade contest Procter soap  
detergent



**T**ie in with the  
**Presidential Parade**  
by featuring these  
**Sponsoring Brands**



117X

FEDERAL TRADE COMMISSION  
DOCKET NO. 6081 EXHIBIT NO. 111 6

CX 111/6



America's favorite  
washday Product!  
The makers of 25  
Automatic Washers  
recommend **Tide**



The only liquid dishwashing  
product that satisfies all  
your customers —

Those gals  
who want:  
The Sparkling Bottle  
3266 Concentrated Detergent

Those who prefer:  
The Green Can  
Special Formula



118X



BOOKET A.D. 11.1

EXHIBIT NO.



# All New "Loving Pink" **CAMAY**

*New Gentle Pink Color!*  
*Haunting New Fragrance!*  
*New Pearl Pink Foil Wrappers!*



## New Oxydol

washes and bleaches  
all by itself!

OXYDOL is the only leading detergent that contains its own color-safe oxygen bleach... gets clothes detergent clean and bleach-white in one simple operation.



## IVORY SNOW

IVORY SNOW—The safest possible soap for diapers and baby things, and for all nice things you do by machine.  
The only soap both Ivory Safe and granulated for efficiency.

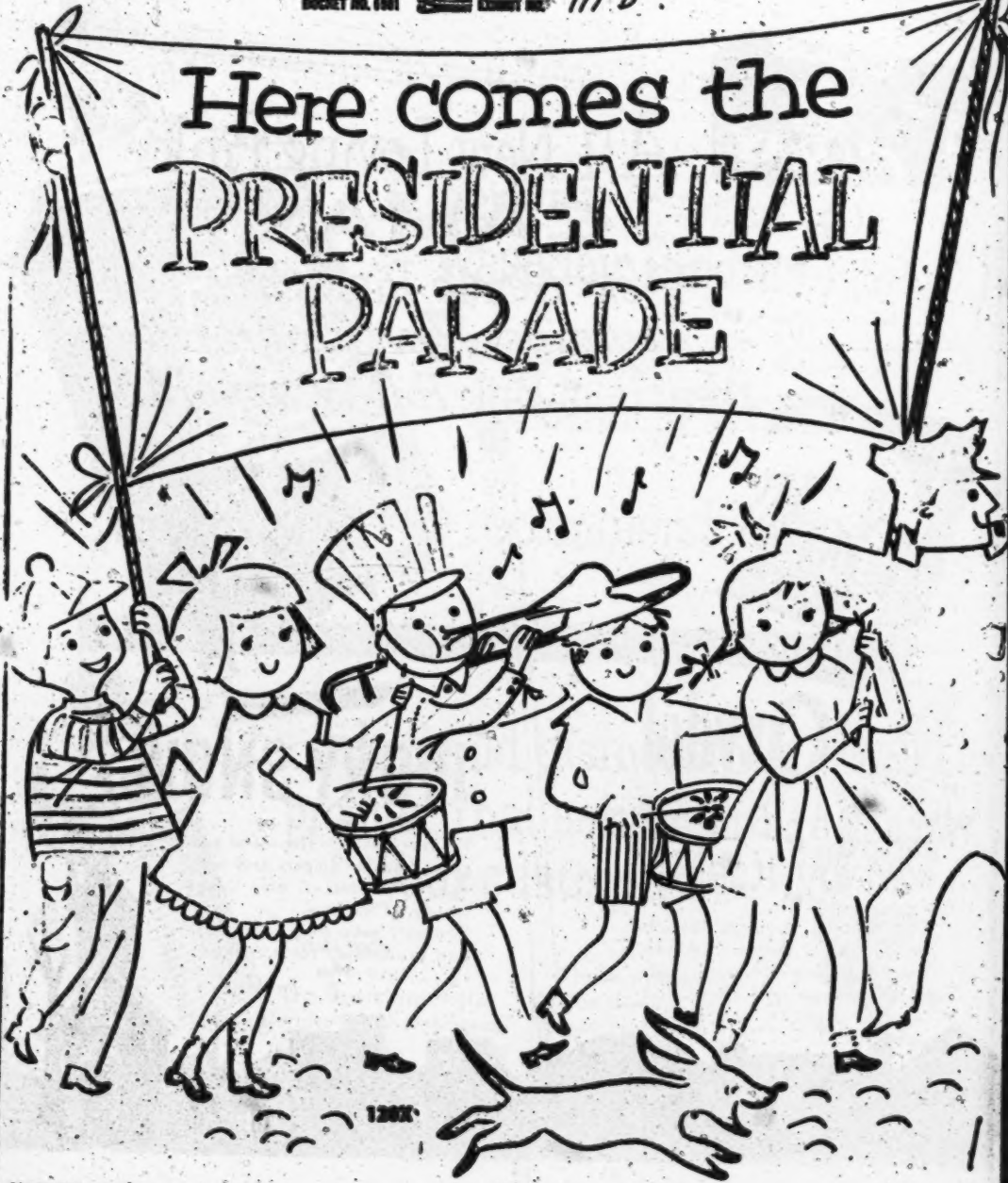


119X

3261

FEDERAL TRADE COMMISSION  
DOCKET NO. 1001 COURT NO. 111 D

# Here comes the PRESIDENTIAL PARADE



MADE IN U.S.A. - 65W

# \$100,000

## IN PRESIDENTIAL PARADE PRIZES



*1st Prize*

**\$20,000**

*2nd Prize*

**\$10,000**



FEDERAL TRADE COMMISSION  
DOCKET NO. 0001 EXHIBIT NO. IIIA

*(5) 3rd Prizes*

FORD Country Squire  
Station  
Wagons



*(30) 4th Prizes*

Natural Mink  
Stoles  
(worth \$1500 each)

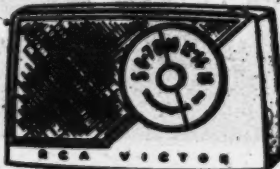


*(200)*

*5th Prizes*

3268

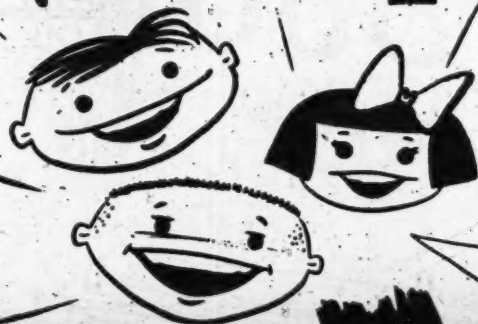
RCA Transistor  
6" Pocket Size  
Portable Radios



121X

COPIES NO. 1211      ERMONT NO. 1211

"what a parade!"



...but that's only half of it!

**FREE  
ENTRY BLANKS**

will be mailed to  
your customers

and...

**coupons**

.....too

122X

over







FEDERAL TRADE COMMISSION  
DOCKET NO. 6091 EXHIBIT NO. 111 #

A first-class trip to Europe for two  
on the U.S. Lines and 10 days in Europe  
(estimated cost \$2,460)—or,

A first-class trip to Hawaii for two  
on the President Lines and 10 days in  
Hawaii (estimated cost \$2,460)—or,



One-week vacation in Washington  
for an entire family (estimated  
cost \$2,940 for a family of 5)—or,

2 years supply of groceries  
(equivalent to \$2,500)—or,

Anything the winners want  
that can be purchased  
for \$2,500—



\$2,500  
in cash

# The Presidential Parade

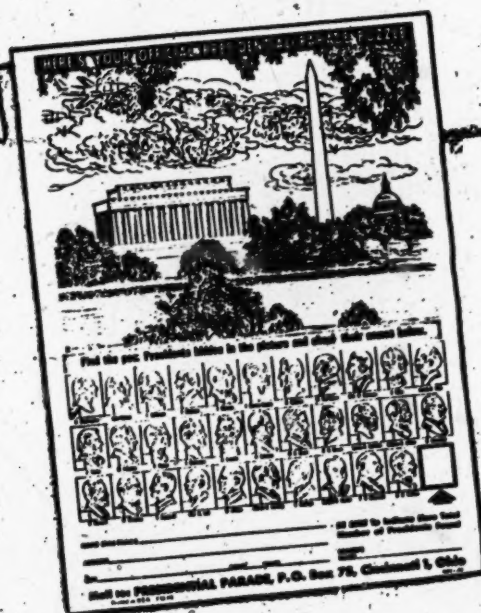
...is as easy as



to enter and more  
fun than a school picnic



*All your customers  
do is solve this  
puzzle using their  
entire bi-racial faces  
your store.*



125X

FEDERAL TRADE COMMISSION  
United St. 6801 Commission's 1111



Commission's Exhibit No. 153A-G  
Brochure on Comet

and  
new  
Star



**BLAZING THE WAY  
TO VOLUME FOR YOU**

126X



# Comet

with CHLORINOL

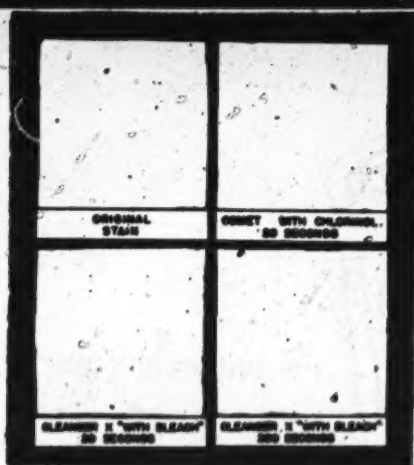


A completely new  
and different kind  
of cleanser that  
will quickly be a  
top seller

Here are the reasons

127X

**Comet** gets sinks and tubs **CLEANER**  
and **WHITER** than **ANY OTHER** leading cleanser

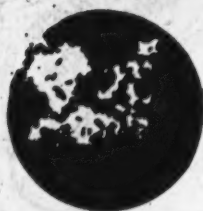


UNRETOUCHED PHOTOGRAPH

These photos show **COMET'S** terrific ability to bleach out stubborn food stains. Even when the competitive cleanser is used 10 times as long, it cannot match **COMET** with Chlorinol.

**Comet** kills germs—as no other cleanser can

The left-hand picture shows typical household bacteria on a kitchen drain-board. Right-hand picture shows same area after cleaning with **COMET**—**PROOF** that **COMET** automatically disinfects as it cleans!



128X

**BEFORE** **AFTER**  
**UNRETOUCHED PHOTOMICROGRAPH**  
(Magnified 1000 times)

and... to be sure your customers  
see Comet's superiority for themselves,  
a free sample can of **Comet**

will be delivered  
to their homes.



PLUS...

BIG NEWSPAPER ADS like this

# "TERIFIC"

is the word for

# Comet

PROCTER & GAMBLE'S NEW

GREEN CLEANSER

FORTIFIED WITH —

CHLORINOL



**BLEACHES OUT STAINS**

**WIPES OUT GERMS...**

**AS NO OTHER CLEANSER CAN!**

Let's! What a cleanser! COMET will bleach your sinks and tubs whiter and cleaner than any other leading cleanser of any kind. Even the odor, the fresh clean smell tells you that COMET is different. You see, COMET is fortified with Chlorinol\*. This exclusive new ingredient gives you all the bleaching and stain-removing advantages of the most effective form of chlorine... gives you all the

disinfecting advantages, too.

Tests prove that COMET with Chlorinol\* kills up to 99% of household germs—something no other cleansing powder of any kind can do! COMET even looks different—it's green! Foams green, too! There's never been a cleanser like COMET before! You won't believe what happens until you see it with your own eyes. So-o-o... better try COMET today!

\*Chlorinol is Procter & Gamble's trade mark for a special chlorine bleaching disinfecting agent.

**Comet Cleanser, with Chlorinol... outdates... outshines... outcleans them all!**



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**PAGE**

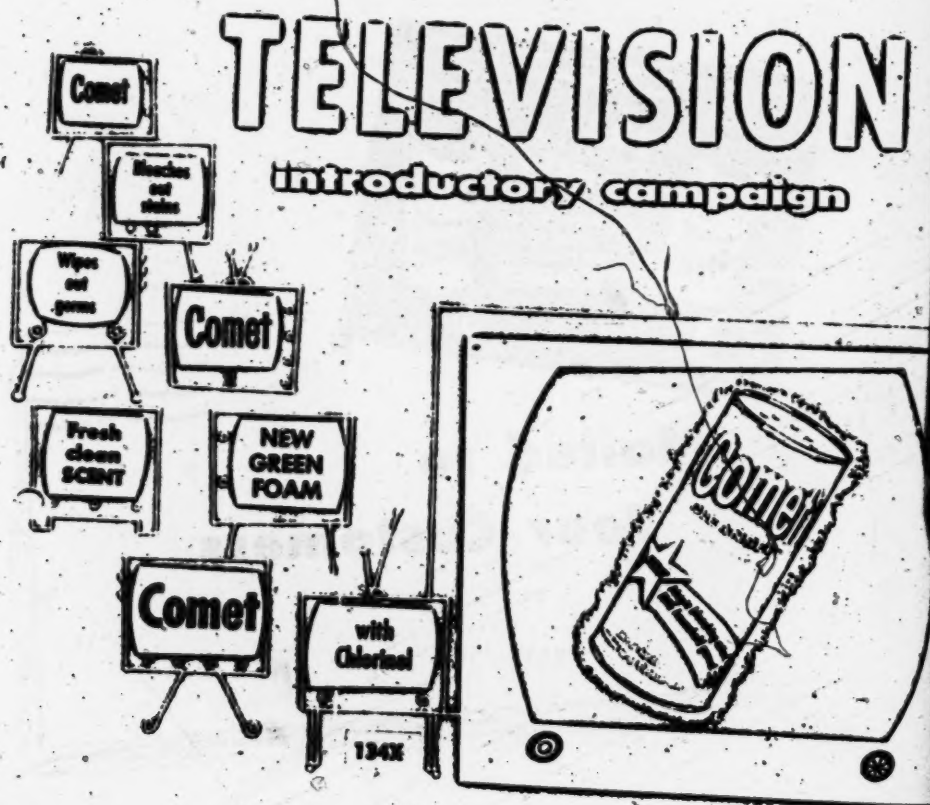
**plus** **this coupon**



**Mailed to  
Your Customers**

133X

We are going to back **Comet**  
 with **STRONG ADVERTISING**  
 and **PROMOTION SUPPORT**



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**PAGE**



# CLOROX



*America's largest-selling bleach and house-*

Of all Household Supplies, liquid bleach has the most house-cleaning uses! And of all bleaches, Clorox is America's largest seller... with a stock turn that's one of the fastest in the entire grocery field!

Clorox is a proved traffic-builder, one you can to attract customers to other big-margin Supplies... to boost business throughout y

Use Clorox as the "hub" of your big ing Promotion! Feature this popular mass and related-item displays, a

*Cash in on this giant CLOROX*

# LOROX



*America's largest-selling bleach and household disinfectant!*

Of all Household Supplies, liquid bleach has the most house-cleaning uses! And of all bleaches, Clorox is America's largest seller... with a stock turn that's one of the fastest in the entire grocery field!

Clorox is a proved traffic-builder, one you can count on to attract customers to other big-margin Household Supplies... to boost business throughout your store!

Use Clorox as the "hub" of your big money-making Spring House-cleaning Promotion! Feature this popular repeat-staple in your advertising, in mass and related-item displays, and in well-stocked shelves. It pays!

*Cash in on this giant CLOROX Spring House-cleaning promotion*



RECEIVED  
JAN 10 1941

RECEIVED  
JAN 10 1941

CK 214(B)

FEDERAL TRADE COMMISSION  
UNIT 214

CK 214(B)

At a department-wide

# SPRING

## HOUSE-CLEANING PROMOTION

of all your profitable Household Supplies!

It's time to clean up time in millions of homes all over America! It's time for a hefty increase in the demand for House-cleaning Aids. It's time for you to clean up extra profits in Household Supplies, a department which ranks high in impulse purchase volume and is one of the highest profit-making departments in today's grocery store!



*to cash in on  
this daisy  
of a  
Springtime  
promotion...*

**Feature America's No. 1 House-cleaning Aid!**



**BLANK**

**PAGE**

in honor of...

the most important

woman in your <sup>business</sup> life

# The American Housewife

we present the ...

## Wife-Saver Sale

sponsored by her favorite

Wife-Saving brands

FEDERAL TRADE COMMISSION  
DOCKET NO. 6331 EXHIBIT NO. 375A

IN THE MATTER OF The Procter & Gamble Company

DATE 4-31-58 WITNESS

ACE REPORTING CO. Official Reporter

By

**OXYDOL**

**CAMAY**

**IVORY BAR SOAP**

**JOY**

**SPIC and SPAN**

137X

to make this sale the talk of the town, we'll offer glamorous ...





# Wife-Saver Prizes

*Grand Total*

# \$60,000

FED. TRADE COMMISSION  
DOCKET NO. 8801 EXHIBIT NO. 279 A



*First Prize*

## \$20,000 CASH

*Next Four Prizes*

tylish 1958 Plymouth **Station Wagons**

*Next 55 Prizes*

## RCA Color Television Sets

138X

*not only that, you can offer your own..*

# Wife-Saver Bonus Prizes

FEDERAL TRADE COMMISSION  
DOCKET NO. 8001 EXHIBIT NO. 371 C

*Maid Service for a year (up to \$2,500)*

or

*Two years' supply of  
"WIFE-SAVING" groceries (\$2,500)*

or

*\$2500 WIFE-SAVER Checking Account*

or

*WIFE-SAVER trip to Paris (for two up to \$2,500)*

or

*WIFE-SAVER trip to Hawaii (for two up to \$2,500)*

or

*Anything \$2,500 will buy*

## We'll stand the cost!

Bonus prizes will be awarded to any of the first five national prize winners who write your name on their entry blank . . .

139X

*And it's so easy to enter the . .*



# Wife-Saver Contest

All Mrs. Housewife does is pick up an entry from your store:

Complete a simple four line jingle — so easy!

Since I keep house the "Wife-Saver" way  
There's lots more time for family play.  
I've cut my household work in two



FEDERAL TRADE COMMISSION  
DOCKET NO. 6881 EXHIBIT NO. 179

... and she sends it in with *proof of purchase from*

*any 2 Wife-Saver Brands*

She'll hear and see plenty about the "WIFE-SAVER" CONTEST through

powerful

## Wife-Saver Advertising

Wife-Saver messages  
by the million on ...

★ "As the World Turns"

★ "Search for Tomorrow"

★ "Goddard Light"

★ "Edge of Night"

By the ton  
through  
print advertising

140X

PROCTER & GAMBLE honors the Queen of the House

### Wife-Saver Sale!

SAVE on each of these 5 wife-saving champions

Yes..



# \$60,000 Wife-Saver Contest

*will move*

**BIG EXTRA QUANTITIES  
OF THESE  
"WIFE-SAVER" BRANDS**

*but*

FEDERAL TRADE COMMISSION  
DOCKET NO. 6681 EXHIBIT NO. 279 E

*to make the*

## Wife-Saver Sale

*the  
biggest  
promotion event  
in 1957*

*here are Terrific Wife-Saver Specials . .*

141X





# Wife-Saver Sale

# 7¢ OFF

EXHIBIT, FEDERAL COMMISSION  
DOCKET NO. 6881 EXHIBIT NO. 279 0

*On Popular  
Wife-Saver Brands.*

**plus**

- Powerful Television and Newspaper Wife-Saver Advertising.
- Outstanding Wife-Saver Display Material.
- A \$60,000 Wife-Saver Contest.
- Wife-Saver Bonus Prizes for you to offer.

*This all adds up to*

## a sure-fire promotion winner!

142X

Commission's Exhibit No. 321  
Study of brands of washing products used in urban  
and rural homes dated April 22, 1957

BRANDS OF WASHING PRODUCTS USED

IN URBAN AND RURAL HOMES

U.S.

This study was made to ascertain the products used in urban and rural homes  
for:

Face and Hands  
Bath  
Dishwashing  
Regular family laundry  
Fine fabrics by hand  
Fine fabrics in machine  
Diapers  
Baby clothes  
Linoleum  
Extra dirty hands

Information on the use of bleaches and bluing and the brands of bar soap kept  
at the kitchen sink was also obtained.

This study represents a repetition of similar studies made in 1953 and 1955.  
Where available, figures from the previous studies are included in this report.

Method

Interviews were made by the Psychological Corporation. Each woman was ques-  
tioned as to what she herself used for each of the purposes. Thus, the information  
does not necessarily cover the entire household, particularly those tables showing  
brands used for face and hands and bath.

It should be remembered that any special promotion occurring at the time  
this study was made or immediately preceding it is reflected in the tables.

Date of Interviewing

January 7 through February 15, 1957.

The previous studies were also made in the January-February period.

Interviews

Four thousand nine hundred seventy-seven (4,977) interviews were made with  
housewives and distributed in such a manner as to be reasonably representative of the  
English-speaking population of the U.S. Approximately two-thirds of the interviews  
were made in urban homes and one-third in rural homes (both farm and small towns).

NOTE: Detailed breakdown information will be issued in  
supplementary reports. Breakdown figures will not  
always check with totals due to fractional per-  
centages.

April 22, 1957

143X

FEDERAL TRADE COMMISSION  
EXHIBIT NO. 321

Market Research Department  
#57141

IN THE MATTER OF THE  
DATE 2-4-58 BY *W. J. Gens*  
ACE REPORTING CO., CHICAGO

3638

-2-

Brands used - FACE AND HANDS

"What product or products have you yourself used for washing your face and hands during the past 4 weeks?"

	COMBINED URBAN & RURAL		
	1957 (4977)	1955 (4978)	1953 (5000)
Base - total interviews --	\$	\$	\$
Ivory	32	35	33
Lux	25	22	24
Palmolive	17	21	24
Camay	21	19	18
Sweetheart	7	9	11
Cashmere Bouquet	6	8	8
Woodbury	6	7	7
Lifebuoy	9	10	6
Swan	1	2	1
Dial	14	13	9
Lays	3	3	3
Misc. toilet soap	<u>13</u>	<u>11</u>	<u>12</u>
	154	160	156

144X



-3-

## Brands used - FACE AND HANDS

Base - total interviews --	URBAN			RURAL		
	1957 (3189) %	1955 (3195) %	1953 (3320) %	1957 (1788) %	1955 (1783) %	1953 (1680) %
Ivory	35	39	34	27	28	29
Lux	25	21	24	26	22	24
Palmolive	17	20	24	17	22	23
Canay	21	18	16	23	21	21
Sweetheart	7	10	11	7	8	13
Cashmere Bouquet	6	8	8	6	8	9
Woodbury	6	7	9	6	7	4
Lifebuoy	7	9	5	11	10	8
Swan	1	2	1	1	1	1
Dial	15	14	9	11	12	9
Lava	2	2	1	5	4	6
Misc. toilet soap	<u>13</u>	<u>11</u>	<u>13</u>	<u>13</u>	<u>12</u>	<u>11</u>
	155	161	155	153	155	158



Brands used - BATH

"What product or products have you yourself used for bathing during the past 4 weeks?"

Some women mentioned more than one product.

	COMBINED URBAN & RURAL		
	1957 (4977)	1955 (4978)	1953 (5000)
Base - total interviews --	%	%	%
Ivory	28	29	31
Lux	21	18	21
Palmolive	14	17	20
Camay	18	16	15
Sweetheart	6	8	10
Cashmere Bouquet	6	7	7
Woodbury	5	5	6
Lifebuoy	11	13	10
Swan	1	1	1
Dial	16	16	12
Lava	1	1	1
Misc. toilet soap	12	9	10
Package (Syn. or Soap)	2	1	1
	141	141	145

-5-

Brands used - BATH

	URBAN			RURAL		
	1957 (3189)	1955 (3195)	1953 (3320)	1957 (1788)	1955 (1783)	1953 (1680)
Base - total interviews --	\$	\$	\$	\$	\$	\$
Ivory	31	33	33	24	24	28
Lux	20	18	21	22	19	21
Palmolive	14	16	20	13	18	21
Canay	18	15	14	20	17	18
Sweetheart	6	8	10	6	8	11
Cashmere Bouquet	6	7	7	5	6	7
Woodbury	5	5	7	5	5	4
Lifebucy	10	13	8	13	14	12
Swan	1	2	1	1	1	1
Dial	17	17	12	13	14	11
Lava	1	*	*	1	1	2
Misc. toilet soap	12	8	11	12	9	8
Synthetic package	2	1	1	2	2	1
	143	143	145	137	138	145

\*Less than .5%.

146X'

Brands used - DISHWASHING - BY HAND

"What product or products have you used for washing dishes (by hand) during the past 4 weeks?"

Some women mentioned more than one product.

	COMBINED URBAN & RURAL		
	1957 —(4875) 98% %	1955 (4890) 98% %	1953 (4856) 96% %
Base - total washing dishes by hand			
- % of total interviews --			
Tide	23	27	30
Cheer	11	12	12
Fab	7	12	11
Surf	2	3	5
Oxydol	3	3	5
Silver Dust (Syn.)	2	-	-
Breeze	2	3	2
Rinso (Syn.)	2	1	-
Misc. HD synthetic	2	1	1
	54	62	66
Joy	17	12	11
Liquid Lux	15	9	-
Glim	1	1	1
Liquid Vel	4	-	-
Wisk	2	-	-
Liquid Trend	2	-	-
Chiffon Liquid	1	-	-
Misc. liquid	1	-	-
	43	22	12
Dus	3	4	7
Rinso (Soap)	2	2	5
Super Suds	1	1	2
Silver Dust (Soap)	-	2	2
American Family Flakes	-	1	1
White King Granules	1	1	1
Misc. HD pkg. soap	1	1	3
	8	11	21
Ivory Flakes	4	5	6
Ivory Snow	4	6	5
Lux Flakes	1	2	2
Chiffon Flakes	-	1	1
	9	13	14
Draft	5	5	8
Vel	3	3	7
Trend	2	2	1
Misc. LD synthetic	1	1	1
	13	15	16
Ivory Soap	7	10	11
Swan	-	1	1
Octagon	1	1	1
Homemade soap	1	1	1
Misc. laundry soap	1	1	1
	10	12	15
	137	135	144

\*Less than .5%.

146X

-7-

Brands used - DISHWASHING - BY HAND

	URBAN			RURAL		
	1957	1955	1953	1957	1955	1953
Base - total washing dishes by hand --	(3107)	(3122)	(3195)	(1768)	(1768)	(1661)
- % of total interviews --	98%	98%	95%	99%	99%	98%
	%	%	%	%	%	%
Tide	22	25	31	23	29	28
Cheer	11	12	13	11	12	10
Fab	6	11	9	9	13	13
Surf	2	4	6	1	3	5
Oxydol	3	3	4	4	3	6
Silver Dust (Syn.)	1	-	-	3	-	-
Breeze	2	3	2	3	4	3
Rinso (Syn.)	2	2	-	2	1	-
Misc. HD synthetic	2	2	1	2	-	2
	51	62	66	58	65	67
Joy	17	11	11	18	12	10
Liquid Lux	17	10	-	13	7	-
Glim	1	1	1	1	1	-
Liquid Vel	4	-	-	4	-	-
Wisk	2	-	-	2	-	-
Liquid Trend	1	-	-	2	-	-
Chiffon Liquid	1	-	-	-	-	-
Misc. liquid	1	-	-	2	-	-
	44	22	12	42	20	10
Dus	3	4	6	3	3	10
Rinso (Soap)	2	2	6	1	2	4
Super Suds	1	1	1	1	1	4
Silver Dust (Soap)	-	1	1	-	3	5
American Family Flakes	1	1	1	1	1	1
White King Granules	1	1	1	1	1	1
Misc. HD pkg. soap	1	1	2	1	2	2
	8	9	19	7	12	26
Ivory Flakes	5	6	6	3	4	4
Ivory Snow	5	7	7	3	4	2
Lux Flakes	2	3	3	1	1	1
Chiffon Flakes	-	-	1	-	-	-
	12	16	17	7	9	7
Dreft	5	4	8	6	7	8
Vel	4	7	7	6	7	7
Trend	2	2	2	2	2	1
Misc. LD synthetic	1	1	-	2	1	-
	12	14	17	16	17	16
Ivory Soap	8	11	11	6	8	12
Swan	-	1	1	-	-	1
Octagon	1	-	-	1	1	2
Homemade soap	1	-	-	1	1	2
Misc. laundry soap	1	-	1	1	1	1
	11	12	13	9	11	18
	138	135	144	139	134	144

Less than .5%.

146X



-8- ✓

Brands used - FINE FABRICS - By Hand & By Machine

"What product or products have you used for washing silks, fine rayons, nylons and woollens by hand (by machine) during the past 4 weeks?"

Some women mentioned more than one product.

NOTE: This information was not obtained on this basis in the previous studies.

Base - total interviews --	<u>COMBINED URBAN &amp; RURAL</u>	
	1957 By Hand (4977) %	1957 By Machine (4977) %
Tide	15	17
Cheer	8	8
Fab	6	5
Surf	1	1
Oxydol	2	3
All	-	3
Silver Dust (Syn.)	1	1
Breeze	1	1
Rinso (Syn.)	1	2
Dash	1	2
Ad	-	1
Misc. HD synthetic	2	1
	<u>38</u>	<u>45</u>
Joy	1	-
Liquid Lux	6	1
Liquid Vel	1	-
Wisk	1	1
Misc. liquid	2	1
	<u>11</u>	<u>3</u>
Dus	2	2
Rinso (Soap)	1	1
White King Granules	-	1
Misc. HD pkg. soap	2	2
	<u>6</u>	<u>6</u>
Ivory Flakes	14	4
Ivory Snow	12	4
Lux Flakes	14	3
Misc. LD pkg. soap	1	-
	<u>41</u>	<u>11</u>
Dreft	5	2
Vel	4	1
Woolite	2	-
Trend	1	-
Misc. LD synthetic	1	-
	<u>13</u>	<u>3</u>
Ivory Soap	10	-
Misc. laundry soap	1	-
Misc. toilet soap	3	-
	<u>14</u>	<u>-</u>
Do not wash by hand (by machine)	<u>4</u>	<u>44</u>
	127	112

-9-

Brands used - FINE FABRICS - By Hand & By Machine - 1957

Base - total interviews --	BY HAND		BY MACHINE	
	Urban (3189)	Rural (1788)	Urban (3189)	Rural (1788)
	\$	\$	\$	\$
Tide	14	16	16	18
Cheer	8	8	7	9
Fab	4	8	3	8
Surf	1	1	1	1
Oxydol	1	3	2	4
All	-	-	4	2
Silver Dust (Syn.)	1	2	-	-
Breeze	1	2	1	2
Rinso (Syn.)	2	1	2	2
Dash	1	1	2	1
Ad	-	-	1	1
Misc. HD synthetic	2	1	1	1
	35	43	40	49
Joy	1	1	-	-
Liquid Lux	6	6	1	1
Liquid Vel	1	2	-	-
Wisk	1	-	1	1
Misc. liquid	2	2	-	1
	11	11	2	3
Duz	2	2	2	2
Rinso (Soap)	1	1	1	1
White King Granules	-	-	1	1
Misc. HD pkg. soap	3	3	2	2
	6	6	6	6
Ivory Flakes	15	11	5	3
Ivory Snow	15	8	5	3
Lux Flakes	16	11	4	2
Misc. LD pkg. soap	1	-	-	-
	47	30	14	8
Dreft	5	6	1	2
Vel	3	5	1	2
Woolite	3	1	-	-
Trend	1	1	-	-
Misc. LD synthetic	1	1	-	-
	13	14	2	4
Ivory Soap	11	10	-	-
Misc. laundry soap	1	1	-	-
Misc. toilet soap	1	4	-	-
	15	15	-	-
Do not wash by hand (by machine)	5	4	46	42
	132	123	110	112

-10-

Where do regular family laundry

"Is your regular family washing done here at home or sent out, or where is it done?"

Some women do their washing at home and also send it out.

	COMBINED URBAN & RURAL		
	1957 (4977)	1955 (4978)	1953 (5000)
Base - total interviews --	%	%	%
Regular family washing done:			
At home	90	89	85
With apartment house facilities	2	1	3
By commercial laundry	12	12	17
By laundress	1	1	2
By self-service laundry	4	3	4
	109	106	111

Use of bluing/bleach in connection with regular family laundry

"Have you used any bluing/bleach in connection with your regular family washing during the past 4 weeks?"

	COMBINED URBAN & RURAL		
	1957 (4531)	1955 (4484)	1953 (4386)
Base - total doing family washing --	52%	90%	88%
- % of total interviews --	%	%	%
Use bluing for regular laundry	30	36	45
Do not use bluing	70	64	55
	100	100	100
Use bleach for regular laundry	75	75	73
Do not use bleach	25	25	27
	100	100	100

146X\*

-11-

Where do regular family laundry

	URBAN			RURAL		
	1957 (3189)	1955 (3195)	1953 (3320)	1957 (1788)	1955 (1783)	1953 (1680)
Base - total interviews --	\$	\$	\$	\$	\$	\$
Regular family washing done:						
At home	86	86	81	97	94	93
With apartment house facilities	3	2	5	-	-	-
By commercial laundry	17	17	23	4	4	5
By laundress	1	1	2	1	2	3
By self-service laundry	5	3	5	2	2	2
	112	109	116	104	102	103

Use of bluing/bleach in connection with regular family laundry

	URBAN			RURAL		
	1957 (2815)	1955 (2802)	1953 (2815)	1957 (1716)	1955 (1682)	1953 (1571)
Base - total doing family washing --	89%	88%	86%	97%	94%	93%
- % of total interviews --	\$	\$	\$	\$	\$	\$
Use bluing for regular laundry	28	33	43	33	39	50
Do not use bluing	72	67	57	67	61	50
	100	100	100	100	100	100
Use bleach for regular laundry*	75	75	72	75	73	74
Do not use bleach	25	25	28	25	27	26
	100	100	100	100	100	100

\*Additional information on bleach usage is shown on pages 24-26.



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Brands used - REGULAR LAUNDRY

"What product or products have you used for doing your regular family washing during the past 4 weeks?"

Some women mentioned more than one product.

	COMBINED URBAN & RURAL		
	1957 (4531)	1955 (4484)	1953 (4386)
Base - total doing family washing --	92%	90%	88%
- of total interviews --	%	%	%
Tide	39	38	41
Cheer	17	17	14
Fab	11	14	10
Surf	2	4	4
Oxydol	8	8	13
All	7	9	5
Silver Dust (Syn.)	2	-	-
Breeze	2	3	1
Rinso (Syn.)	6	4	-
Dash	4	-	-
Ad	2	-	-
Misc. HD syn.	3	2	1
	103	99	89
Wisk	2	-	-
Daz	5	7	11
Rinso (Soap)	3	6	12
Super Suds	1	1	3
Silver Dust (Soap)	-	2	3
American Family Flakes	-	1	1
White King Granules	1	3	4
Misc. HD pkg. soap	5	4	4
	15	24	38
Ivory Flakes	2	2	2
Ivory Snow	2	2	3
Lux Flakes	1	1	1
	5	5	6
Dreft	1	1	2
Vel	1	1	1
	2	2	3
Ivory Soap	1	1	2
Fels	1	1	1
Octagon	1	1	1
Homemade soap	1	2	2
Misc. laundry soap	1	1	1
	5	5	6
	132	135	142

\*Less than .5%.

146X

-13-

Brands used - REGULAR LAUNDRY

Base - total doing family washing - - % of total interviews in group --	URBAN			RURAL		
	1957 (2815) 89%	1955 (2802) 88%	1953 (2815) 86%	1957 (1716) 97%	1955 (1682) 94%	1953 (1571) 93%
Tide	39	37	41	39	39	40
Cheer	17	18	16	18	16	10
Fab	9	13	9	14	16	11
Surf	3	5	5	2	4	3
Oxydol	8	8	11	9	9	15
All	9	11	7	5	4	2
Silver Dust (Syn.)	1	-	-	4	-	-
Breeze	2	2	1	3	3	2
Rinso (Syn.)	7	5	-	4	3	-
Dash	5	-	-	3	-	-
Ad	2	-	-	1	-	-
Misc. HD syn.	4	3	2	2	1	-
	106	102	92	104	95	83
Wisk	3	-	-	1	-	-
Dus	4	7	10	5	7	12
Rinso (Soap)	3	6	12	2	5	10
Super Suds	1	1	2	1	2	5
Silver Dust (Soap)	-	1	1	-	4	5
American Family Flakes	-	1	1	-	1	-
White King Granules	1	3	4	1	2	3
Misc. HD pkg. soap	5	4	5	3	5	4
	14	23	35	12	26	39
Ivory Flakes	2	3	3	1	1	1
Ivory Snow	3	3	3	1	1	1
Lux Flakes	1	1	2	-	1	-
	6	7	8	2	3	2
Dreft	1	1	2	1	1	1
Vel	1	2	1	1	1	1
	2	3	3	2	2	2
Ivory Soap	1	1	2	1	1	2
Fels	1	1	1	1	1	-
Octagon	-	-	-	1	1	3
Homemade soap	1	1	1	2	4	4
Misc. laundry soap	1	-	-	1	1	2
	4	3	4	6	8	11
	135	138	142	127	134	137

less than .5%.

-14-

Make of electric washing machine

"What is the name of the washing machine you use?"

"Is that a regular type washing machine or one of the automatic type machines?"

	COMBINED	
	URBAN & RURAL	
Base - total interviews --	1957 (4977)	1955 (4978)
	\$	\$
Non-automatic:		
Maytag	15	15
Kenmore	6	6
Easy	3	6
General Electric	3	4
Speed Queen	4	4
Thor	1	3
ABC	2	2
Montgomery Ward	1	1
Apex	2	2
Blackstone	1	1
Norge	1	1
Whirlpool	1	1
Misc. non-automatic machines	7	8
Not know make	2	2
	49	56
Automatic:		
Bendix - side	4	4
Bendix - top	2	2
Westinghouse Laundromat	3	2
Kenmore	6	4
General Electric	3	2
Maytag	4	3
Frigidaire	2	2
Thor	1	1
Whirlpool	3	1
Easy	1	-
Hotpoint	1	-
Norge	1	1
Misc. automatic machines	3	3
Not know make	-	-
	34	25
	83	81
Do regular laundry by hand	9	9
Not do regular laundry - all sent out	8	10
	100	100

-15-

Make of electric washing machine

	URBAN		RURAL	
	1957 (3189) %	1955 (3195) %	1957 (1788) %	1955 (1783) %
Base - total interviews --				
Non-automatic:				
Maytag	10	10	25	22
Kenmore	5	6	7	6
Easy	4	6	3	5
General Electric	2	4	4	5
Speed Queen	4	3	6	6
Thor	1	3	1	2
ABC	1	2	2	2
Montgomery Ward	-	1	2	2
Apex	2	2	2	2
Blackstone	1	1	1	2
Norge	1	1	1	2
Whirlpool	1	1	1	1
Misc. non-automatic machines	5	6	10	11
Not know make	1	2	2	2
	38	48	67	70
Automatic:				
Bendix - side	5	5	2	2
Bendix - top	2	3	1	1
Westinghouse Laundromat	4	3	2	2
Kenmore	7	5	4	2
General Electric	5	3	2	1
Maytag	4	3	2	2
Frigidaire	2	2	2	1
Thor	1	2	1	1
Whirlpool	4	2	1	1
Easy	1	-	1	-
Hotpoint	2	-	1	-
Norge	2	1	1	-
Misc. automatic machines	3	2	2	1
	42	31	21	14
	80	79	88	84
Do regular laundry by hand	9	9	9	10
Not do regular laundry - all sent out	11	12	3	6
	100	100	100	100



-16-

Brands used - BABY CLOTHES

"What product or products have you used for washing baby clothes during the past 4 weeks?"

Some women mentioned more than one product.

	COMBINED URBAN & RURAL		
	1957	1955	1953
Base - total having children 2 yrs. old or younger --	(949)	(901)	(950)
- % of total interviews --	19%	18%	19%
	%	%	%
Tide	26	25	27
Cheer	12	11	9
Fab	7	10	7
Surf	1	2	3
Oxydol	5	4	5
All	4	5	3
Breeze	2	3	2
Rinso (Syn.)	2	3	-
Dash	3	-	-
Adv.	1	-	-
Misc. HD synthetic	2	1	2
	65	64	58
Wisk	1	-	-
Misc. liquid	1	-	-
Dur	3	3	6
Rinso (Soap)	2	2	4
Super Suda	1	-	2
Silver Dust	1	1	2
American Family Flakes	-	1	1
White King Granules	1	1	2
Misc. HD pkg. soap	4	2	4
	12	10	21
Ivory Flakes	10	8	11
Ivory Snow	16	17	13
Lux Flakes	3	2	6
	29	27	30
Dreft	2	1	2
Vel	1	1	2
Trend	1	-	-
Misc. LD syn.	1	-	-
	5	2	4
Ivory Soap	4	7	9
Fels	-	-	-
Octagon	-	1	1
Misc. laundry soap	1	-	-
	5	8	10
	118	141	123

\*Less than .5%.

146X<sup>13</sup>

-17- ✓

Brands used -- BABY CLOTHES

	URBAN			RURAL		
	1957	1955	1953	1957	1955	1953
Base - total having children 2 yrs. old or younger --	(604)	(598)	(633)	(345)	(303)	(317)
- % of total interviews --	19%	19%	19%	19%	17%	19%
	%	%	%	%	%	%
Tide	25	24	28	29	27	23
Cheer	10	10	9	14	13	10
Fab	5	7	5	11	15	13
Surf	1	2	3	2	2	1
Oxydol	3	3	5	8	5	6
All	6	7	4	2	3	2
Breeze	2	3	2	3	4	3
Rinso (Syn.)	2	3	-	2	3	-
Dash	3	-	-	2	-	-
Ad	1	-	-	-	-	-
Misc. HD synthetic	2	2	2	1	*	2
	60	61	58	74	72	60
Wisk	2	-	-	1	-	-
Misc. liquid	1	-	-	1	-	-
Dus	3	4	5	2	3	6
Rinso (Soap)	2	3	4	1	1	4
Super Suds	1	-	1	1	1	3
Silver Dust	1	1	1	3	2	3
American Family Flakes	-	1	1	-	1	*
White King Granules	1	1	2	1	1	2
Misc. HD pkg. soap	5	1	4	3	1	2
	13	11	18	11	12	20
Ivory Flakes	11	10	12	9	6	9
Ivory Snow	19	21	17	10	9	5
Lux Flakes	3	3	6	1	2	7
	33	34	35	20	17	21
Draft	2	1	2	2	2	3
Vel	1	1	1	1	1	2
Trend	1	-	-	-	-	-
Misc. LD synthetic	1	-	-	-	-	-
	5	2	3	3	3	5
Ivory Soap	4	7	9	4	7	9
Fels	-	*	1	-	-	*
Octagon	-	*	*	-	1	2
Misc. laundry soap	-	*	*	1	*	1
	4	7	10	5	8	12
	118	115	124	115	112	118

less than .5%

146X 12

-18- ✓

Brands used - DIAPERS

"What product or products have you used for washing diapers during the past 4 weeks?"

Some women mentioned more than one product.

	COMBINED URBAN & RURAL		
	1957	1955	1953
Base - total having children 2 yrs. old or younger --	(949)	(901)	(950)
- % of total interviews --	19%	18%	19%
	\$	\$	\$
Tide	24	24	23
Cheer	10	12	8
Fab	6	9	7
Surf	1	2	2
Oxydol	4	4	5
All	4	5	3
Breeze	2	3	2
Rinso (Syn.)	2	2	-
Dash	3	-	-
Ad	1	-	-
Misc. HD synthetic	2	1	2
	59	62	52
Wisk	1	-	-
Misc. liquid	2	-	-
Duz	2	3	5
Rinso (Soap)	1	2	4
Super Suds	1	*	2
Silver Dust	2	1	2
American Family Flakes	-	1	1
White King Granules	1	1	2
Misc. HD pkg. soap	7	2	5
	14	10	21
Ivory Flakes	10	7	8
Ivory Snow	14	16	10
Lux Flakes	2	3	4
	26	26	22
Draft	2	1	1
Vel	1	1	1
Misc. LD synthetic	1	-	-
	4	2	2
Ivory Soap	4	6	7
Octagon	-	1	1
Misc. laundry soap	1	*	*
	5	7	8
Use diaper service or children no longer wear diapers	12	9	15
	123	116	120

Less than .5%

146X "

-19- ✓

Brands used - DIAPERS

	URBAN			RURAL		
	1957	1955	1953	1957	1955	1953
Base - total having children 2 yrs. old or younger --	(604)	(598)	(633)	(345)	(303)	(317)
- % of total interviews --	19%	19%	19%	19%	17%	19%
	%	%	%	%	%	%
Tide	22	23	23	28	26	24
Cheer	8	11	7	14	14	9
Fab	4	7	4	10	15	11
Surf	1	2	3	1	3	1
Oxydol	3	3	5	6	6	5
All	5	6	3	2	3	2
Breeze	2	3	2	2	3	3
Rinso (Syn.)	2	2	-	2	2	-
Dash	3	-	-	2	-	-
Ad	1	-	-	-	-	-
Misc. HD synthetic	3	1	2	1	1	2
	54	58	49	68	73	57
Wisk	1	-	-	1	-	-
Misc. liquid	1	-	-	2	-	-
Dus	3	3	4	2	3	7
Rinso (Soap)	2	2	4	1	1	4
Super Suds	1	-	1	1	*	3
Silver Dust	1	1	1	-	2	3
American Family Flakes	-	1	1	-	1	*
White King Granules	1	1	2	1	*	2
Misc. HD pkg. soap	9	2	6	4	3	3
	17	10	19	9	10	22
Ivory Flakes	10	8	8	10	6	8
Ivory Snow	17	20	13	10	9	4
Lux Flakes	3	3	4	1	2	4
	30	31	25	21	17	16
Drift	1	1	1	2	2	1
Vel	1	1	1	1	1	1
Misc. LD synthetic	1	-	-	1	-	-
	3	2	2	4	3	2
Ivory Soap	3	6	7	4	7	8
Octagon	-	*	*	-	1	2
Misc. laundry soap	-	*	*	2	*	1
	3	6	7	6	8	11
Use diaper service or child no longer wears diapers	14	11	19	8	5	9
	123	118	121	119	116	117

less than .5%.

146X "



-20- ✓

Brands used - LINOLEUM

"What product or products have you used for washing or scrubbing linoleum during the past 4 weeks?" Some women mentioned more than one product.

	COMBINED URBAN & RURAL		
	1957 (4728)	1955 (4787)	1953 (4865)
Base - total having linoleum --	95%	97%	97%
- % of total interviews --	%	%	%
Spic & Span	32	29	23
Scilax	4	4	3
Perfax	1	2	1
Oakite	1	1	1
Misc. powder cleaners	1	2	8
	39	38	36
Tide	21	22	25
Cheer	8	8	6
Fab	6	7	6
Surf	1	2	3
Oxydol	3	3	5
All	1	1	1
Breeze	2	2	1
Rinso (Syn.)	2	1	1
Misc. HD synthetic	2	1	1
	46	47	48
Dus	2	3	6
Rinso (Soap)	2	3	5
Super Suds	1	1	2
Silver Dust	1	1	2
American Family Flakes	1	-	1
White King Granules	1	1	1
Misc. HD soap	2	1	2
	9	10	19
Ivory Flakes	1	2	2
Ivory Snow	1	1	1
Lux Flakes	-	1	1
	2	4	4
Dreft	1	1	2
Vel	1	2	2
Trend	1	1	1
	3	4	5
Ivory Soap	2	3	4
Fels	1	1	2
Homemade soap	-	1	1
Misc. laundry soap	1	2	2
	4	7	9
Light duty liquids	2	1	1
Scouring powders	7	6	5
Water softeners	1	1	-
Ammonia, bleaches, disinfectants	9	5	3
Soft soap	1	1	-
Misc. liquid linoleum cleaners	7	6	-
	27	20	9
	130	130	130

146X 16

Brands used - LINOLEUM

Base - total having linoleum --	URBAN			RURAL		
	1957 (3042)	1955 (3082)	1953 (3239)	1957 (1686)	1955 (1705)	1953 (1626)
	\$	\$	\$	\$	\$	\$
Spic & Span	33	32	24	30	27	21
Soilax	5	5	4	2	4	1
Perfex	1	1	1	2	3	3
Oakite	1	1	1	*	*	*
Misc. powder cleaners	1	2	9	1	2	6
	41	41	39	35	36	31
Tide	21	21	25	21	24	24
Cheer	8	8	7	8	8	5
Fab	5	7	5	7	8	8
Surf	1	2	4	1	2	3
Oxydol	2	3	4	3	3	7
All	1	1	1	1	1	*
Breeze	2	2	1	2	2	1
Rinso (Syn.)	2	1	-	1	1	*
Misc. HD syn.	2	1	1	2	*	*
	44	46	48	46	49	48
Dus	2	3	5	3	3	8
Rinso (Soap)	2	3	6	1	2	4
Super Suds	1	*	1	1	1	3
Silver Dust	1	1	1	3	3	3
American Family Flakes	-	*	1	-	*	*
White King Granules	1	1	1	1	1	1
Misc. HD soap	2	1	2	1	1	2
	9	9	17	10	11	21
Ivory Flakes	1	2	2	*	1	1
Ivory Snow	2	2	2	1	1	1
Lux Flakes	-	1	1	-	3	1
	3	5	5	1	3	3
Dreft	1	1	2	1	2	2
Val	1	2	2	2	3	3
Trend	1	1	1	1	*	*
	3	4	5	4	5	5
Ivory Soap	2	4	4	1	2	3
Fels	2	2	2	1	1	*
Homemade Soap	-	*	*	-	1	1
Misc. laundry soap	2	2	3	1	1	2
	6	8	9	3	5	6
Joy	1	*	1	1	1	1
Lux Liquid	1	-	-	1	-	-
Misc. liquid	1	-	-	1	-	-
Scouring powders	8	6	6	6	5	2
Water softeners	1	1	-	1	1	-
Ammonia, bleaches, disinfectants	9	6	4	8	4	2
Soft soap	1	2	-	*	-	-
Misc. liquid linoleum cleaners	7	6	-	5	5	-
	29	21	11	23	16	5
	135	134	134	122	125	119

\*Less than .5%.

Brands of bar soap kept at kitchen sink

Some women mentioned more than one brand.

NOTE: This information was not obtained in 1953.

	URBAN		RURAL		TOTAL	
	1957 (3189)	1955 (3195)	1957 (1788)	1955 (1783)	1957 (4977)	1955 (4978)
Base - total interviews --	\$	\$	\$	\$	\$	\$
Keep at kitchen sink:						
Ivory	40	42	25	27	34	37
Lux	7	6	9	9	8	7
Palmolive	4	5	6	8	5	6
Camay	5	4	9	8	7	6
Dial	3	3	4	4	3	3
Lava	3	2	4	5	3	3
Lifebucy	2	3	4	4	3	3
Swan	1	3	1	1	1	2
Cashmere Bouquet	1	2	2	2	1	2
Woodbury	1	2	2	2	1	2
Misc.	<u>10</u>	<u>10</u>	<u>11</u>	<u>11</u>	<u>11</u>	<u>10</u>
	77	82	77	81	77	81
Not keep bar soap at kitchen sink	<u>26</u>	<u>25</u>	<u>30</u>	<u>28</u>	<u>28</u>	<u>26</u>
	103	107	107	109	105	107

Brands used - EXTRA DIRTY HANDS

"What products have you yourself used for extra dirty hands in the past 4 weeks either at home or at work?"

Some women mentioned more than one product.

NOTE: This information not obtained in 1953.

	URBAN		RURAL		TOTAL	
	1957 (3189)	1955 (3195)	1957 (1788)	1955 (1783)	1957 (4977)	1955 (4978)
Base - total interviews --	\$	\$	\$	\$	\$	\$
Lava	8	6	16	15	11	10
Boraxo	4	3	4	6	4	4
Ivory	4	6	5	4	4	5
Canay	2	2	3	3	2	3
Lux	2	2	4	3	3	3
Palmolive	1	2	2	2	1	2
Dial	2	2	2	2	2	2
Misc. toilet soap	4	6	6	5	5	5
Package soap/detergents	2	3	4	3	3	3
Ajax	2	1	2	2	2	1
Misc. scouring powders	2	2	3	2	2	2
Misc. laundry soap	1	1	1	1	1	1
Solvents (gasoline, kerosene, etc.)	1	1	1	1	1	1
Hand lotions/creams	1	1	1	1	1	1
Borax	1	1	1	1	1	1
Misc.	1	1	1	1	1	1
Not have extra dirty hands	<u>68</u>	<u>65</u>	<u>53</u>	<u>54</u>	<u>62</u>	<u>61</u>
	106	105	108	106	106	106



Bleach usage information

FOR REGULAR LAUNDRY

	URBAN		RURAL		TOTAL	
	1957	1955	1957	1955	1957	1955
Base - total doing family washing --	(2815)	(2802)	(1716)	(1682)	(4531)	(4484)
- % of total interviews --	89%	88%	97%	94%	92%	90%
	5	5	5	5	5	5
Use bleach for regular laundry	75	75	75	73	75	75
Do not use bleach	25	25	25	27	25	25
	100	100	100	100	100	100

FOR FINE FABRICS

	URBAN		RURAL		TOTAL	
	1957	1955	1957	1955	1957	1955
Base - total interviews --	(3189)	(3195)	(1788)	(1783)	(4977)	(4978)
	5	5	5	5	5	5
Use bleach for fine fabrics	14	9	11	5	13	8
Do not use bleach	86	91	89	95	87	92
	100	100	100	100	100	100

FOR DIAPERS

	URBAN		RURAL		TOTAL	
	1957	1955	1957	1955	1957	1955
Base - total having children 2 years old or younger --	(604)	(598)	(345)	(303)	(949)	(901)
- % of total interviews --	19%	19%	19%	17%	19%	18%
	5	5	5	5	5	5
Use bleach for diapers	38	35	38	42	38	37
Do not use bleach	62	65	62	58	62	63
	100	100	100	100	100	100

FOR BABY CLOTHES

	URBAN		RURAL		TOTAL	
	1957	1955	1957	1955	1957	1955
Base - total having children 2 years old or younger --	(604)	(598)	(345)	(303)	(949)	(901)
- % of total interviews --	19%	19%	19%	17%	19%	18%
	5	5	5	5	5	5
Use bleach for baby clothes	30	30	30	37	30	32
Do not use bleach	70	70	70	63	70	68
	100	100	100	100	100	100

Bleach usage information - (Cont'd.)

NOTE: Bleach usage information for the following purposes was not obtained on previous studies.

FOR PORCELAIN BATHTUBS

	Urban (3189)	1957 Rural (1788)	Total (4977)
Base - total interviews	33	21	29
Use bleach for porcelain tubs	67	79	71
Do not use bleach	100	100	100

FOR PORCELAIN SINKS

Use bleach for porcelain sinks	42	30	38
Do not use bleach	58	70	62
	100	100	100

FOR PORCELAIN DRAINBOARDS

Use bleach for porcelain drainboards	26	15	22
Do not use bleach	74	85	78
	100	100	100

Brands of bleach used during past 4 weeks

Some women mentioned more than one brand.

	REGULAR LAUNDRY		FINE FABRICS		DIAPERS		BABY CLOTHES	
	1957	1955	1957	1955	1957	1955	1957	1955
Base - total using bleach for purpose,--	(3416)	(3375)	(650)	(385)	(360)	(334)	(283)	(293)
	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>9</u>
Liquid bleach:								
Clorox	52	51	28	24	52	46	50	45
Purex	17	15	13	9	17	18	16	17
Roman Cleanser	4	5	2	4	3	2	2	3
Hi-lex	3	3	1	2	4	4	4	3
Linco	2	2	1	1	1	2	2	1
Fleecy White	2	2	1	2	4	3	3	3
Dasale	1	2	1	2	1	2	1	2
White Monday	1	1	-	1	-	2	-	1
Bright Sail	1	1	-	1	1	-	1	-
White Sail	-	1	1	-	-	-	-	-
Misc. liquid	13	14	12	7	12	16	13	15
	96	97	65	53	95	95	92	90
Dry bleach:								
Dexol	2	3	7	11	3	3	4	4
Purex	-	2	1	2	1	2	1	2
Snowy	1	1	22	26	1	3	2	4
Safety	-	-	1	2	-	-	-	-
Misc. dry bleach	1	1	4	2	1	2	1	2
	4	7	35	48	6	10	8	12
Seed O' Bleach	1	-	2	-	1	-	1	-
Not know name of bleach	1	2	3	2	2	1	4	3
	102	106	105	103	104	106	105	105

Characteristics of sample

PAG DIVISIONS

Base - total interviews -- (4977)  
%

East	20.1
Atlantic	16.6
Central	18.6
Southwest	17.2
West	14.7
Pacific	12.8
	<u>100.0</u>

CITY SIZE

500,000 and over	22.5
100,000 - 500,000	12.1
25,000 - 100,000	12.9
10,000 - 25,000	6.2
2,500 - 10,000	10.4
	<u>64.1</u>
Farm	16.8
Rural non-farm	19.1
	<u>35.9</u>
	100.0

AGE OF HOUSEWIFE

Under 25	9
25 - 29	10
30 - 39	24
40 - 49	22
50 - 59	16
60 and over	19
	<u>100</u>

TELEVISION OWNERSHIP

Television owner	80
Do not own television	20
	<u>100</u>



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Commission's Exhibit No. 323A-C  
Memorandum dated February 28, 1957,  
Link to Snow

H. P. Link, Jr.

Mr. E. A. Snow

February 28, 1957

CLOROX CHEMICAL COMPANY

CONFIDENTIAL

is to recommend, assuming that the financial information presently available is reasonably accurate, that Procter & Gamble purchase the Clorox Chemical Company at a price in the vicinity of, or below, \$30,000,000 of P&G stock. Our reasons for recommending this purchase are as follows:

1. The total bleach market today is a large and expanding one. Liquid bleaches account for approximately 95% of the total volume, in a market which measures an estimated \$20,000,000 plus in terms of annual dealer purchases. Nielsen information, converted on the basis of Stardust cases, shows:

Total Bleach Market, Based on Nielsen  
(360 cc. Stardust Cases)\*

Calendar Year	Cases Value (000)	% Increase
1953	19,900	-
1954	21,100	6.0%
1955	22,900	8.5%
1956	24,400	6.6%

\* Liquid bleach cases converted on basis of equal work at instructed usage, eg.,  
1 Stardust case equals roughly 2 Clorox cases.

We believe that the bleach market will continue to grow because:

- a. 75% of U.S. homes now use bleach.
- b. A higher percentage of younger women than of older women use bleach.
- c. A higher percentage of automatic washer homes than of conventional washer homes use bleach.

Although working from older data, the Company has been estimating a future growth of approximately 2% per year in the total bleach market, new Nielsen information indicates that this growth is likely to be nearer 6%. The resulting case projections, in terms of 360 ounce Stardust cases, are shown below:

Total Bleach Market (in 360 cc. Stardust cases) (000)

Old 2% Projection from 1954		Calendar Year	New 6% Projection from 1954	
actual	19,900	1953	19,900	actual
"	21,100	1954	21,100	"
estimated	21,500	1955	22,900	"
"	21,900	1956	24,400	"
"	22,300	1957	25,900	estimated
"	22,700	1958	27,400	"
"	23,200	1959	29,000	"
"	23,700	1960	30,700	"
"	24,200	1961	32,500	"

NOTE: No allowance has been made in this table or the one above for possible Nielsen understatement of total market size. Nielsen reports about 83% of total packaged detergent and toilet soap sales, for which we normally make an upward adjustment. There is evidence that a similar factor should be applied for bleach.

Mr. R. A. Snow  
2/28/57  
Page 2

FEDERAL TRADE COMMISSION  
DOCKET NO. 6181  
COMMISSION EXHIBIT NO. 323

2. Clerex is the nation's dominant bleach brand, with a total market share reported by Nielsen as in excess of 42%, or approximately half of the total liquid bleach market.
3. It is unlikely that the growth of dry bleaches will cut into liquid bleach volume for many years to come, or even seriously check further liquid bleach volume growth, our opinion being based on the following:

- Although a dry hydrochlorite bleach of the Stardust type offers a measure of extra consumer convenience, plus marginally superior performance (10 for Stardust versus 9 for Clerex on rating chart whitening because of inclusion of bluing), the dry products are about twice as expensive to use and offer no important advantage in container, inasmuch as glass must still be used.
- There is a continuing pressure toward liquid products in the related detergent field, coupled with washer manufacturer enthusiasm for liquid products that permit automatic dispensing, which should have a beneficial effect on liquid bleach acceptance.
- Our Research & Development Department are on record as seeing nothing that will replace liquid bleach in any great quantity in the foreseeable future.
- The Stardust objective of 3½ million cases for its first going year, approximately 1961, is less than half of the total anticipated growth in the bleach market by that date. (See above: 1956 volume of 24,400,000 versus 1961 projection of 32,500,000 — growth of 8,100,000 cases).

4. On the basis of a \$30,000,000 purchase price, the payout seems acceptable.

We understand the profit for the second 6 months of 1956 was \$2,888,000 before taxes and \$1,389,000 after taxes, or at the rate of approximately \$2,800,000 per year. Noting that this is a higher profit figure than was reported in previous reviews of the Clerex Chemical Company, we are willing to accept it for our projections because of the overall healthy trend of the Clerex business.

We understand that Clerex has \$3,000,000 of cash assets which would make a \$30,000,000 purchase have a net cost of \$27,000,000 to Procter & Gamble, which is less than 10 times earnings, and therefore within the range set by a normal financial rule of thumb.

Assuming that the payment is made in P&G stock, using a value of \$50 per share for convenience in calculation, and reasoning that payout should apply only to the net cost of \$27,000,000, it would require \$972,000 yearly of the Clerex after tax earnings to cover the dividends on 540,000 shares of P&G stock at the present \$1.90 per share annual rate. With the \$1,828,000 then available yearly after dividends (\$2,800,000 less \$972,000) for application to the \$27,000,000 purchase price, this would mean approximately 14.8 years to payout.

If the cash available from depreciation yearly is assumed to be \$300,000, and this available cash is also applied to the payout, it would be shortened to 12.7 years.

5. This payout may be accelerated by a number of factors:

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- The foregoing calculations use only the present earning rate, and do not allow for the substantial expansion of Clerex volume which market projections indicate are reasonable.

Mr. E. A. Snow  
2/28/57  
Page 3

and which past history of the Clorox Chemical Company shows should be anticipated. For example, if Clorox is successful in maintaining its present share of the total bleach market, with expansion of 6% a year, its volume will be one-third greater 5 years from now.

$5,000,000 \times 1.16^5 = 928,000$

We are advised that Clorox spent \$2,660,000 in the last half of 1956 for advertising, or at the rate of \$5,320,000 a year. We believe that F&G advertising philosophies and economies applied to an advertising expenditure of this size can be expected to further advance the Clorox business.

It is conceivable that the profitability of the Clorox business may be improved. Recognizing that Procter & Gamble overhead charges, if applied to the Clorox F&G statement, might appear to reduce the profitability or at least to offset any economies under F&G operation, there remain such possibilities as a 5% to 10% increase in the price per case (using Clorox 12 quart case as a base), which could conceivably be accomplished without an increase in the retail price, thereby expanding profit.

We may be able to derive additional value from the Clorox name for other new and related products, which may not perhaps be measurable in exact dollars, but should nevertheless be considered as value returned on the investment.

M. P. Link, Jr.

FEDERAL TRADE COMMISSION  
CASE NO. 3229-2



Commission's Exhibit No. 324A-D  
Memorandum dated October 26, 1956,  
Snow to Warrington

T. M. Warrington

October 26, 1956

Mr. E. A. Snow

**CONFIDENTIAL**

We feel the Company should consider getting into the liquid bleach market by purchasing the Clorox Chemical Company, assuming such a purchase could be made at a reasonable price.

BLEACH MARKET BACKGROUND

The total bleach market today is a large one and is continuing to show growth. The liquid bleaches account for almost 90% of the total market. Nielsen figures show:

	<u>Bleach Mkt. Dealer Purchases \$ (000)</u>			
	<u>Liquid</u>	<u>Dry</u>	<u>Total</u>	<u>% Liquid of Total</u>
Fiscal 1952-53	\$6,714	\$7,627	\$14,341	88.2%
1953-54	59,973	9,806	69,781	86.0%
1954-55	66,029	8,309	74,338	88.8%

We feel that the liquid bleaches will continue to dominate the market volume-wise since they are by far the most economical for the consumer to use. Further, R&D does not know of any new developments that would tend to make liquid bleaches obsolete.

We also feel the bleach market will continue to grow because (see Exhibit I):

- 75% of the homes now use a bleach.
- Younger women bleach more than do older women.
- Automatic washing machine homes use more bleach than do conventional washing machine homes.

We estimate the total liquid bleach market today to be about 44,000,000 cases (3-gallon case). This splits up about as follows:

	<u>Based on Nielsen Consumer Purchases - Unit 32 oz.</u>	
	<u>Share of Market</u>	<u>Est. Cases/Year</u>
Clorox (National)	44%	19,400
Purex (Sectional)	16%	7,000
All Others	40%	17,600
	100%	44,000

The P&A figures for liquid bleaches are quite low. We do not have an accurate figure for Clorox, but estimate the total P&A to be about 25%-35% per case, of which 15%-20% per case would be profit before taxes.

We would not recommend that the Company consider trying to enter this market by introducing a new brand or by trying to expand a sectional brand. This is because we feel it would require a very heavy investment to achieve a major volume in the field, and with the low "available" the payout period would be very unattractive. For example: FEDERAL TRADE COMMISSION

150X

DOCKET NO. 6391 EXHIBIT NO. 324A  
IN THE MATTER OF The Procter & Gamble Co.  
DATE 2-4-58 WITNESS *Morgan*  
ATTORNEY REPORTING CO., OFFICE

Mr. E. A. Snow  
October 26, 1955  
Page 2

If we assumed we would spend \$20,000,000 in the first three years of introducing a new brand, and that we achieved an annual volume of 10,000,000 cases (33 1/3 of the market), it would require 5 years to pay out assuming a total PAA of 35%. It is quite dubious that we could do this well by introducing a new brand. Furthermore, this calculation assumes that nothing is spent for plant investment, etc.

Taking over the Clorox business, however, is a way of achieving a dominant position in the liquid bleach market quickly which would be reasonably well.

#### CLOROX CHEMICAL COMPANY

The attached exhibit gives a history of net sales and earnings for this company. In fiscal 1954-55 net sales were \$33,874,000, and the net profit after taxes amounted to \$2,041,000. We estimate that they spent about \$3,000,000 on advertising during this fiscal year.

We understand that Clorox sells through a broker/jobber set up, and that while they are #1 nationally, there are many important markets where their share of the bleach market is quite low. We feel that with our sales, distribution and manufacturing set up, we could effect a number of savings that could possibly increase the net profit of their business considerably -- say to a net profit of \$3,000,000 on net sales of \$33,000,000.

The latest stock quotation (San Francisco Exchange, week ending October 21) showed Clorox stock to be selling at about \$60 a share. The cost for acquiring all outstanding shares (361,722) would thus be about \$22,000,000. Such a purchase would, however, include the company's cash balance and securities, which was \$2,100,000 on June 30, 1955. Hence, the net cost to buy the company might be around \$20,000,000.

For this estimated expenditure of \$20,000,000, we would get:

1. A going volume of an estimated 20,000,000 cases of liquid bleach.
2. A theoretical gross profit of \$4,000,000 per year (20¢ per case).
3. A theoretical advertising available of \$3,000,000 (15¢ a case).
4. Net assets (other than cash and equivalent) amounting to about \$6,800,000.
5. The rights to the Clorox name, which could conceivably be used in marketing a dry bleach.

If we could acquire the Clorox Company for a net cost of \$20,000,000, this theoretically could be covered by issuing 200,000 shares of PAA stock. Dividends (figured at \$3.50) required to pay these additional shares would amount to \$700,000 a year, but for this we might expect to add an additional \$3,000,000 to the over-all Company net profit.

We, of course, do not know if it is possible to buy the Clorox Company. If, however, you agree with the thinking outlined above, we recommend that we take further steps to ascertain whether or not there is a possibility of beginning negotiations with the Clorox people.

151X

T. M. Harrington

GLAXO CHEMICAL COMPANY

<u>Year Ending</u> <u>June 30</u>	<u>Net Sales</u> <u>(000)</u>	<u>Net Income</u> <u>(000)</u>	<u>Net Earnings</u> <u>As a % of</u> <u>Net Sales</u>	<u>Earnings</u> <u>Per Share</u>	<u>Dividend</u> <u>Per Share</u>
1955	\$ 33,874	\$ 2,041	6.03%	\$ 5.64*	\$ 3.00**
1954	30,283	1,344	4.44	4.09	3.00
1953	27,714	1,349	4.87	4.10	3.00
1952	23,623	1,233	5.31	3.82	2.50

\* Based on shares outstanding after 10% stock dividend May, 1955. Figured to be comparable to previous years would be \$6.21.

\*\* Plus 10% stock dividend.

BALANCE SHEET 6/30/55  
(000)

ASSETS  
Cash 1,399.0  
U. S. Securities 710.0  
Accounts Receivable 1,747.0  
Inventories 1,239.0  
Buildings and Land 4,802.0  
Prepaid Expenses 291.0  
Trade-Marks (81.00)

TOTAL

110,183.0

LIABILITIES

Accounts Payable \$ 1,190.0  
Accrued Taxes (Net) 143.0  
\$ 1,333.0

CAPITAL

Capital Shares - 43,33-1/3 (361,722) \$ 2,773.0  
Earned Surplus 6,082.0  
\$ 8,855.0

152X SERIAL TRADE CREDIT

110,183.0

10/24/55

324-C

CLOREX CHEMICAL CO.

1. Correlation between Nielsen Figures showing dealer dollar purchases for Clorox and Co. Net Sales Figures:

	<u>Nielsen \$'s</u>	<u>Co. \$'s</u>	<u>% Nielsen to Co. \$'s</u>
Fiscal 1952-53	\$25.988	\$27.714	93.77%
Fiscal 1953-54	28.423	30.285	93.85%
Fiscal 1954-55	31.753	33.875	93.74%

2.

	<u>1954-55</u>	<u>1953-54</u>	<u>1952-53</u>
Est. # Cases *	20,203	18,300	17,000
Net \$ sales + Cases	\$ 1.63	\$ 1.65	\$ 1.63
Gross Profit	\$4,240	2,737	2,998
Gross Profit + Cases	\$ 0.21	\$ 0.15	0.176
Net Profit	2,041	1,343	1,348
Net Profit + Cases	\$0.101	\$0.074	\$0.079
Gross Profit + 3,000 adv.	7,240	5,737	5,998
Above + cases	\$0.358	\$0.313	\$0.352

\* Nielsen dealer purchases inflated 6.7% to conform to correlation shown above.

TW:mg

10/26/55

153X

FEDERAL TRADE COMMISSION

DEPT. OF JUSTICE

COMMUNICATIONS SECTION

324-Q





155X

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**PAGE**

THE PA. TIMES, MONDAY, NOV. 21, 1957

Now...

# MONEY-SAVING CLOROX Special!

**HURRY!** These money-saving  
Clorox offers are being made for a  
limited time only. Better shop now.  
**Buy Clorox today!**

SAVE  
**7¢**  
ON GALLONS

**7¢ OFF**  
REGULAR PRICE OF THE GALLON

CLOROX

Extra Clorox in 1957  
Extra Clorox in 1957  
Bleach

SAVE  
**3¢**  
ON QUARTS

**3¢ OFF**  
REGULAR PRICE OF THE QUART

CLOROX

SAVE  
**5¢**  
ON 1/2 GALLONS

**5¢ OFF**  
REGULAR PRICE OF THE 1/2 GALLON

CLOROX

You get a **CLEANER WASH**  
with **CLOROX...**

whiter...brighter...sanitary, too!

For making white cottons extra white  
...color-fast cottons extra bright...more  
housewives depend on Clorox than  
any other product of its kind. That's  
because Clorox is America's most  
efficient bleach, deodorizer, stain re-  
mover, and disinfectant. You get a  
cleaner wash with Clorox every time!

THIS OFFER AVAILABLE ONLY IN ERIE COUNTY

156X



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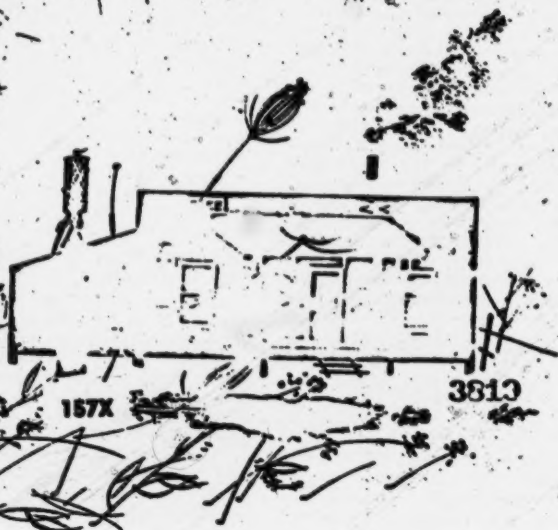
**PAGE**

Commission's Exhibit No. 348A-D  
"Moonbeams" for November 1956

# MOONBEAMS

for the Procter & Gamble Sales Organisation  
November 1956

FEDERAL TRADE COMMISSION  
DOCKET NO. 6011 EXHIBIT NO. 348A-D  
IN THE MATTER OF PROCTER & GAMBLE  
DATE 2-6-57 BY WITNESS  
ACE REPORTING CO., CHICAGO, ILL.  
By 202



157X

3813

# MILESTONES

cx 348(b)

FEDERAL TRADE COMMISSION  
DOCKET NO. 6301 EXHIBIT NO. 348 B

## OF P & G PROGRESS

Chairman of the Board Richard R. Deupree, in his report to the more than 50,000 P & G shareholders at the annual meeting last month, made this analysis of the Company's business over the past twelve months. These are excerpts from his remarks:

### 1. DIVERSIFICATION

As we have told you before, Procter & Gamble is actually engaged in several different industries. This diversification of interest has always been important and profitable to us. It is not something started only recently.

Of course, soaps, shortenings and oils have always been and remain our major business. But since around 1900 we have been crushers of cottonseed and for twenty to thirty years have been engaged in handling soybeans and copra, using the oil and lint in our own plants, but doing a very important business in the balance of the products which are sold to various customers. Since 1920, we have been manufacturers of high grade cellulose pulp from cotton linters, our production being sold to others for further processing. Our pulp production was recently more than doubled when we began to make cellulose products from wood in our Florida mill, and since around 1933, we have been in the toilet goods business. All of these are important steps in the diversification of our business.

With this background of knowledge of the basic raw materials used, we felt sure that we had learned some valuable lessons in diversification. You might say we had "our foot in the door" in entering the peanut butter and other food products field and also in recently manifesting our interest in the paper products business: drawing heavily, in all of these, on our past

experience and information in related fields as well as on our tested research and marketing facilities.

### 2. CONSUMER PRODUCTS HAVE MUCH IN COMMON

A business such as ours really depends for its success on being alive and alert to the needs and desires of millions of American households. We must be ready with new or improved products to please the housewife. It is our policy to find out what her needs and desires will be, to anticipate them through our consumer research. Then we go to work in our laboratories to invent and develop those better products. These days when consumers are impatient for better products, and all companies are striving to meet consumers' demands, it is fatal for any business to fail to keep up, or if it can, to keep ahead. Product changes and improvements are costly but they are essential if you want to maintain a strong, growing business.

### 3. ANSWERING SHAREHOLDERS' QUESTIONS

Since our recent purchase of the Duncan Hines cake mix business and our interest in the paper products field, it would be natural for any shareholder to ask: why do we go into businesses like cake and other flour and shortening mixes, peanut butter and paper tissues?

Our answer would be simply that we feel our experience and marketing skill qualify us carefully to diversify our operations and that by choosing sub-

sidaries well and applying Procter & Gamble's merchandising methods to related consumer products businesses, we add to the stability and profits of the business.

### 4. TWO EXAMPLES

It is common knowledge that many women are interested in saving time in the kitchen by making a ready-mixed packaged cake or biscuits. Naturally that would mean she would be using less of our shortening in her home. We might be able to sell bulk fat to the makers of the packaged cake mix, but traditionally, we prefer to sell a consumer product and direct its marketing. So we went into the cake mix field ourselves, as it seemed a logical addition to our food product business.

As for paper products, we have the basic knowledge acquired by the manufacture of paper pulp and we know Americans are now using more paper of all kinds than ever before in history, particularly the kind of paper in which we are interested. In 1900, the average American used 58 pounds of paper a year where today

(X 348E)

FEDERAL TRADE COMMISSION

DOCKET NO. 3381 EXHIBIT NO. 348

the figure is in excess of 418 pounds apiece and it is still growing as more and more uses for paper are found. Some of these new uses around the home have displaced products which always required regular washing.

As you can see, every venture we have gone into really fits into, or alongside of, a successful Procter & Gamble operation. In each case, we are familiar with the basic raw materials and have much experience to contribute to the marketing and manufacturing phases.

5. OUR TRAINED ORGANIZATION

Naturally the Company can only move ahead and take advantage of these new opportunities when we have the organization trained and ready to handle the new assignments. The organization has been carefully put together to handle an ever-growing business. With us, this means building up a completely integrated organization to handle each of the various types of industry in which we are engaged. This includes a complete business unit, comprising manufacturing, selling, advertising, research, accounting and all other functions for a complete job. Our Toilet Goods organization is such a unit, which has been set up so that it parallels our soap and synthetic detergent organization in every respect, and yet functions independently of it and of other parallel organizations in the Company. This is the pattern we follow wherever possible throughout the business with the various decentralized operations responsible to top management. The plan has proved successful time after time and given

the Company strength and its shareholders security.

Company thereby strengthening the fabric as a whole.

8. FINANCING GROWTH

It is hard for anyone to appreciate fully the revolutionary economic changes which have come to our country and the world during the past 10 years. The improved standard of living in the United States has brought increased consumption of our products and made the amount we have spent in modernizing our plants and equipment the largest in Procter & Gamble history. Invention and discovery set a fast, but costly pace.

An example is the miraculous growth of synthetic detergents in 10 years, which led to the costly scrapping of a large amount of our soap-making equipment and its replacement with expensive new equipment. Yet no one could deny that this change-over to synthetic detergent production, whatever it cost, was essential if we were to lead in this new field. The expansion into the production of cellulose pulp from wood in Florida was another expensive step, requiring large expenditures of capital, and our wood-pulp business has been doing very well.

Traditionally we have financed our company growth out of depreciation and earnings left after dividends. However the tremendous upsurge of the past 10 years has made it impossible to continue to do this. We borrowed \$30 million in 1952 when we erected our first wood pulp plant in Florida and acquired substantial acreage of woodlands as an important source of the raw materials needed. Just last month, the Company sold \$70 million in debentures, and a large part of this money will be used to enlarge our Florida plant and in other phases of the business.

You must realize that the use of that \$100 million of working capital should create earnings sufficient to pay the current interest and, through the years, retire the original obligation and still bring us extra net earnings. Every shareholder can be assured when Procter & Gamble takes on an obligation of this kind and size it is because, in the eyes of the management, it is essential to have the capital to realize to the fullest the potentialities of strong vigorous growth and continue the Company in its leading position.

9. PLANS FOR EMPLOYEES

We are pleased to tell you that the Company's plans for employees have been strengthened and improved over the years. These employee plans have been an integral part of our operation

7. OVERSEAS OPERATIONS

I can report that we are doing very well in our overseas operations. Soon we will be opening a plant in Belgium, where our products have sold well for several years. This type of procedure takes place each time: after a market has been established through our export department, we go into a country and set up a complete operation without too much of a risk.

We are fortunate that the habits of most people in these various countries are similar to ours, not in every detail, but basically, and while it is necessary to use changed formulas, make different products, and so on, the knowledge which we have gained in American marketing has been successfully employed again and again overseas. This procedure has been going on for 25 years and our overseas subsidiaries are adding earnings and assets to the





**CLOROX  
CHEMICAL  
CO.**



1251  
CY 372 (A)

CLOROX BLEACHES - REMOVES STAINS - DEODORIZES - DISINFECTS

AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT

REGIONAL OFFICES: 820-4200 N.Y. - CHICAGO 10-1111 - PHOENIX 4-1111 - BOSTON - CAMDEN - CHARLOTTE - CHICAGO - CLEVELAND - DALLAS - JERSEY CITY - KANSAS CITY - L.A. - LOS ANGELES - OAKLAND - SEATTLE - TAMPA

FEDERAL TRADE COMMISSION

RECEIVED JUL 5 1956 372 A

OAKLAND 1, CALIFORNIA

July 6, 1956

IN THE MATTER OF THE FINE PRINTING COMPANY,

DATE 2-6-54 WITNESS

ACC. REPORTING CO., Official Reporter

By

SEC

Commission's Exhibit No. 372A-D  
Clorox Chemical letter to distributors dated  
July 6, 1956

TO OUR DISTRIBUTORS:

CLOROX advertisements will appear in 900-line or 604-line size in hundreds of leading daily newspapers from coast to coast on the following dates:

Ad No. 5609 - July 12th/13th

Ad No. 5610 - July 26th/27th

Supplementing these newspaper ads for CLOROX, a dominant two-color advertisement is scheduled for the July/August issues of fourteen major magazines. This ad and the magazines in which it appears are shown in our last CLOROX Broadside to the trade.

These ads are headlined with the strong selling message, "You get a CLEANER WASH with CLOROX...whiter...brighter...sanitary, too!" They make a forceful bid for extra CLOROX use and sales. The ads stress the benefits of CLOROX-laundering white and color-fast cotton and linen and white 100% nylon, rayon, Dacron, Orlon and Dynel, too!

IT IS IMPORTANT for your trade contacts to encourage the retailers they supply to tie in with this CLOROX consumer advertising which gives an extra boost to Summer's stepped-up demand for CLOROX.

Because of recent revisions in our newspaper schedules, it is important that you immediately compare the Redline Schedules dated July 3rd, sent you by our Advertising Agency, with Redline Schedules dated June 4th. There may be some changes in size of ads, or eliminations of newspapers which have been put into effect in your territory.

160X

FEDERAL TRADE COMMISSION  
DOCKET NO. 6261 EXHIBIT NO. 372 B

20A

181

TO OUR DISTRIBUTORS:

July 6, 1956

Reprints of the July 12th/13th CLOROX newspaper advertisement have been sent to you under separate cover, and we are asking that you mail them to your trade...along with your CLOROX bulletin prepared from the suggested copy which accompanies this letter. Please send us a copy of your bulletin for our files.

You will note in the suggested bulletin, space has been allowed for you to insert the names of newspapers to be used in your territory. The names of newspapers are shown in Redline Schedules, dated July 3rd, sent you by our Advertising Agency.

Very truly yours,

CLOROX CHEMICAL CO.

*Neil Shaver*  
Neil Shaver  
Advertising Manager

NS:dcl  
Encls.

161X

FEDERAL TRADE COMMISSION  
DOCKET NO. 8381 EXHIBIT NO. 372 C

TWO POWERFUL NEW CLOROX ADS

SCHEDULED TO HELP

BOOST YOUR SUMMER SALES!

Two powerful CLOROX newspaper advertisements are scheduled for July!

THE FIRST AD (enclosed) will appear on July 12th/13th... the second ad on July 26th/27th. Both ads are scheduled in hundreds of leading daily newspapers from coast to coast, including the following in our territory:

These newspaper ads will be supplemented by a dominant two-color CLOROX advertisement in the July/August issues of fourteen major magazines.

MAKING A STRONG BID for extra CLOROX use and sales, these advertisements are headlined, "You get a CLEANER WASH with CLOROX...whiter...brighter...sanitary, too!" They stress the benefits of CLOROX-laundering white and color-fast cotton and linen and white 100% nylon, rayon, Dacron, Orlon and Dynel, too!

POINT OUT to the retail outlets you supply the advantages of cashing in on this forceful national advertising that's geared to give an extra boost to Summer's stepped-up demand for CLOROX.

URGE RETAILERS to stock an ample supply of CLOROX in all sizes and to feature CLOROX in their own store advertising and in mass and related-item displays.

REMIND THEM that CLOROX -- America's No. 1 Bleach and Household Disinfectant -- is first in sales and first in selling support!

Very truly yours,

162X

FEDERAL TRADE COMMISSION  
DOCKET NO. 6101 EXHIBIT NO. 372 D

You get a **CLEANER WASH** with **CLOROX**  
...whiter...brighter...sanitary, too!



No other home laundering product equals **CLOROX**  
in germ-killing efficiency!

More and more women are laundering more and more fabrics with Clorox...and here's why: Clorox disinfects as it bleaches, brightens, removes stains and odors... makes your wash hygienically cleaner, safer for family health. And Clorox is free from caustic, so gentle you can Clorox with confidence all your finest white and color-fast cotton and linen...and white 100% nylon, rayon, Dacron, Orlon and Dynel!



A Clorox-clean house is just as important as a Clorox-clean wash! Used in routine cleaning, Clorox not only removes stains and odors...it disinfects, makes homes safer for family health!



**Every time you use CLOROX you protect family health!**





**CLOROX  
CHEMICAL  
CO.**



CLOROX BLEACHES - REMOVES STAINS - DEODORIZES - DISINFECTS

AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT

INTERNAL OFFICES: 820-4200 AVE. OAKLAND 1, CALIF. FACILITIES: ATLANTA - BOSTON - CAMDEN - CHARLOTTE - CHICAGO - CLEVELAND - HOUSTON - JERSEY CITY - KANSAS CITY, MO. - LOS ANGELES - OAKLAND - SEATTLE - TAMPA

FEDERAL TRADE COMMISSION

COMPLAINT NO. 121

EXHIBIT NO. 374 A

IN THE MATTER OF THE STATE OF CALIFORNIA

DATE 2-6-58

ACQ. REPORTING CO. CHICAGO

By

OAKLAND 1, CALIFORNIA

July 20, 1956

Commission's Exhibit No. 374A-C  
Clorox Chemical letter to distributors dated  
July 20, 1956

Gentlemen:

Here's Big CLOROX Selling News!

TELEVISION HAS BEEN ADDED to the CLOROX national advertising campaign! Beginning this month, an impressive series of CLOROX television spot announcements will substantially increase the already-great selling power of CLOROX advertising which year-in, year-out, gives you the strongest support in its field. This means many more CLOROX selling messages, and much greater impact of CLOROX advertising, than ever before.

SCHEDULED IN YOUR TERRITORY and in many other metropolitan markets, the new CLOROX television spots supplement and tie in with regular CLOROX advertising which appears consistently in more than 600 daily newspapers from coast to coast, in 14 major magazines and on colorful outdoor posters in many principal marketing areas.

TAKE ADVANTAGE OF THE EXTRA IMPACT OF CLOROX TV ADVERTISING! Check with station to be used as to area served, and alert your trade contacts in such area with a special "News Flash!" (copy enclosed). Please send us a copy of trade bulletin for our files, together with list of the trade contacts to whom sent.

You and your salesmen covering such area should be thoroughly familiar with this TV campaign and station coverage, and should make an all-out effort to secure CLOROX mass-display and store-advertising tie-ins in retail outlets.

EVERY STEP YOU TAKE in the energetic merchandising of CLOROX advertising is an important step toward increased CLOROX sales...and greater profits for you!

164X

FEDERAL TRADE COMMISSION  
DOCKET NO. 6831 EXHIBIT NO. 374 B

161  
(B)

Page No. 2

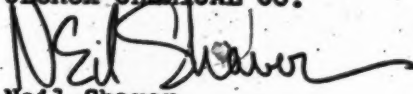
July 20, 1956

Our Advertising Agency is writing you regarding certain merchandising work to be done by the respective television station. They are also requesting the station manager to show the CLOROX series of TV spots to you and your salespeople. We ask that you arrange a prompt appointment to see the spots and discuss the merchandising work which the station will do. We are confident you will find the station manager most co-operative.

The attached schedule, which will be subject to periodic revisions as new availabilities become obtainable, shows the beginning CLOROX television coverage in your territory.

Very truly yours,

CLOROX CHEMICAL CO.

  
Neil Shaver  
Advertising Manager

NS:del  
Encls.

165X

(SUGGESTION FOR BULLETIN TO BE MAILED BY DISTRIBUTOR TO  
TRADE CONTACTS IN AREA SERVED BY STATIONS BEING USED.)

NEWS FLASH!

CLOROX ADDS TELEVISION

RECEIVED BY  
DATE 11/11/54 3746

TO ITS POWERFUL ADVERTISING TEAM!

Here's Big CLOROX Selling News!

CLOROX NOW ADDS TELEVISION to its national advertising campaign! Beginning this month, an impressive series of CLOROX television spot announcements will substantially increase the already-great selling power of CLOROX advertising which year-in, year-out, gives you the strongest support in its field. This means many more CLOROX selling messages, and much greater impact of CLOROX advertising, than ever before.

SCHEDULED IN OUR TERRITORY and in many other metropolitan markets, the new CLOROX television spots supplement and tie in with regular CLOROX advertising which appears consistently in more than 600 daily newspapers from coast to coast, in 14 major magazines and on colorful outdoor posters in many principal marketing areas.

TAKE ADVANTAGE OF THE EXTRA IMPACT OF CLOROX TV ADVERTISING! Make an all-out effort to secure CLOROX mass-displays and store-advertising tie-ins in the retail outlets you supply!

EVERY STEP YOU TAKE in the energetic merchandising of CLOROX advertising is an important step toward increasing your profits through increased CLOROX sales!

Very truly yours,

166X

FEDERAL TRADE COMMISSION  
EXHIBIT NO. 413A-8  
WATTS & PROCTER  
WITNESS  
PROCTER & GAMBLE CO., Official Reporter  
By: *[Signature]*

CX-413  
Trump

CLOROX CHEMICAL CO.  
Oakland, California

FOR IMMEDIATE RELEASE

Commission's Exhibit No. 413A-8  
Release of Clorox Chemical Co. April 22, 1957

**PROCTER & GAMBLE TO ACQUIRE ASSETS OF CLOROX CHEMICAL CO.**

OAKLAND, CALIF., April 22, 1957. An agreement was reached today for the transfer of the assets of Clorox Chemical Co. to The Procter & Gamble Company in return for common stock of the latter concern, subject to the usual examination and working out of certain details.

The agreement has been ratified by the Board of Directors of Clorox Chemical Co., and is subject to ratification by the Board of Directors of Procter & Gamble and by the stockholders of Clorox Chemical Co., who will be asked to approve the transaction at a special meeting to be held at a later date.

As a result of the exchange of assets for Procter & Gamble stock, Clorox stockholders are expected to receive Procter & Gamble stock in the ratio of 8-1/2 shares for each 10 shares of their present Clorox stock.

The announcement was made by W. J. Roth, President of Clorox Chemical Co. In commenting, Mr. Roth said, "We are satisfied that the transaction is in the best interest of our stockholders, and we can think of no better way to assure the future of our people than to fit them into the fine Procter & Gamble organization."

Howard Morgens, Executive Vice President of Procter & Gamble, pointed out, "While this is a completely new business for us, taking us for the first time into the marketing of a



4/22/57 RELEASE (continued)

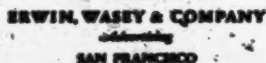
household bleach and disinfectant, we are thoroughly at home in the field of manufacturing and marketing low priced, rapid turn-over consumer products. We plan to establish a wholly owned subsidiary of Procter & Gamble which will continue to operate the Clorox business with its present organization and through its present distributor setup. It is expected that the operating headquarters will remain in Oakland."

Clorox Chemical Co. is solely concerned with manufacturing and marketing the well-known household bleach and disinfectant, Clorox. It has manufacturing plants in various parts of the country, and employs a total of 380 people.

168X

FEDERAL TRADE COMMISSION  
DOCKET NO. 6221 EXHIBIT NO. 413  
IN THE MATTER OF THE F&G COMPANY  
DATE 4/16/57 WITNESSES  
ACE REPORTING CO., OAKLAND  
By *W. J. Smith*

FEDERAL TRADE COMMISSION  
UNIT IN SPAL. <sup>100-100000</sup> EXHIBIT NO. 9116  
IN THE MATTER OF Pearce Bros.  
DATE 4/1/54 WITNESS James  
JACK REPORTING CO. CHICAGO, ILLINOIS



4 in. x 11 1/2 in.—Horseman—REVISED

CX 418  
Shaw  
4/17

# FREE!

**NO COUPON  
NEEDED!**

**ONE QUART  
CLOROX**

**WITH EACH HALF GALLON  
CLOROX PURCHASED!**

**For Limited Time! Buy Now!**

AT YOUR GROCER'S!

Offer good only in Los Angeles County north to and including the city of San Fernando



**You get extra values in Clorox. It's ultra-refined, free from caustic, an exclusive, patented quality-feature that makes Clorox**

**...extra-kind to your linens!**  
**...extra-efficient in disinfecting!**  
**...extra-gentle in personal use!**

And now you get this EXTRA BIG BARGAIN... one quart Glaxo free with each half gallon Glaxo purchased.

AMERICA'S FAVORITE SNACK AND BEVERAGES COMPANY

# CLOROX

**Disinfects**  
FRODOZIZES BLEACHES  
REMOVES STAINS

**NO REDUCTION IN STRENGTH**

SAME ULTRA REFINED QUALITY!  
SAME FULL VALUE AS ALWAYS!

169X

**CORRECTED PROOF**

**This advertisement has been changed. Please destroy**



# Dealers Plan '58 Chrysler Display Soon

The 1958 Chrysler line, which is being shown in a special display at the Chrysler Building, will be shown in a special display at the Chrysler Building, which is being shown in a special display at the Chrysler Building.

Feature models are shown in the Chrysler Building, which is being shown in a special display at the Chrysler Building, which is being shown in a special display at the Chrysler Building.

For 1958, Chrysler offers two new models, the Chrysler and the Chrysler, which are being shown in a special display at the Chrysler Building.

All Chrysler for 1958 are powered by modified V-8 engines with 24-1 valves, which are being shown in a special display at the Chrysler Building.

The 1958 Chrysler has a 24-horsepower engine, which is being shown in a special display at the Chrysler Building.

John F. Lee, a publicity director for Chrysler, will be shown in a special display at the Chrysler Building.

Chrysler will show a new line of cars, which are being shown in a special display at the Chrysler Building.

## "Save You Got Right Picture?"



### Valley's Grange Hears Delegates

Representatives of the Valley Grange will meet at the Grange building in the city of New York, which is being shown in a special display at the Chrysler Building.

The meeting will be held in the Grange building, which is being shown in a special display at the Chrysler Building.

The meeting will be held in the Grange building, which is being shown in a special display at the Chrysler Building.

The meeting will be held in the Grange building, which is being shown in a special display at the Chrysler Building.

### Teacher Fined

San Rafael, Calif., Oct. 24. A teacher of the State school district was fined \$25 for neglecting his duties, which is being shown in a special display at the Chrysler Building.

The teacher was fined \$25 for neglecting his duties, which is being shown in a special display at the Chrysler Building.

The teacher was fined \$25 for neglecting his duties, which is being shown in a special display at the Chrysler Building.

The teacher was fined \$25 for neglecting his duties, which is being shown in a special display at the Chrysler Building.

### Pump Repairing

Repairing pumps and other machinery, which is being shown in a special display at the Chrysler Building.

Repairing pumps and other machinery, which is being shown in a special display at the Chrysler Building.

Repairing pumps and other machinery, which is being shown in a special display at the Chrysler Building.

Repairing pumps and other machinery, which is being shown in a special display at the Chrysler Building.

### Changed

The name of the company has been changed, which is being shown in a special display at the Chrysler Building.

The name of the company has been changed, which is being shown in a special display at the Chrysler Building.

The name of the company has been changed, which is being shown in a special display at the Chrysler Building.

The name of the company has been changed, which is being shown in a special display at the Chrysler Building.

### Big Fish

The big fish has been caught, which is being shown in a special display at the Chrysler Building.

The big fish has been caught, which is being shown in a special display at the Chrysler Building.

The big fish has been caught, which is being shown in a special display at the Chrysler Building.

The big fish has been caught, which is being shown in a special display at the Chrysler Building.

### Special Purpose

The special purpose of the company has been determined, which is being shown in a special display at the Chrysler Building.

The special purpose of the company has been determined, which is being shown in a special display at the Chrysler Building.

The special purpose of the company has been determined, which is being shown in a special display at the Chrysler Building.

The special purpose of the company has been determined, which is being shown in a special display at the Chrysler Building.

### Williams Shoes

Williams shoes are the best, which is being shown in a special display at the Chrysler Building.

Williams shoes are the best, which is being shown in a special display at the Chrysler Building.

Williams shoes are the best, which is being shown in a special display at the Chrysler Building.

Williams shoes are the best, which is being shown in a special display at the Chrysler Building.

# Introductory SALE

## NEW PALMOLIVE

1 Bar Yours for only 1¢ when you buy 3 at regular price

NEW LATHER! NEW FRAGRANCE! NEW COLOR! NEW WRAPPER!

# BONUS From Your A FOOD MARKETS

## \$2,500 WORTH OF WONDERFUL APPLIANCES

OR TAKE \$2,500 IN CASH



In the top left corner, there is a small text block mentioning a contest or promotion, possibly related to the 'Wife-Saver' contest mentioned elsewhere.

Official statement in the contest... (The text is partially obscured and difficult to read, but it appears to be an official statement regarding the contest rules or results.)

# BONUS From Your A FOOD MARKETS

## \$2,500 WORTH OF WONDERFUL APPLIANCES

OR TAKE \$2,500 IN CASH

Entry blanks here for Procter & Gamble's \$60,000 Wife-Saver Contest

Just enter this store's name on your Wife-Saver entry blank. If you are one of the first five winners, we will give you a bonus of \$2,500 worth of household appliances, or \$2,500 in cash, in addition to your prize from Procter & Gamble.



- SPIC & SPAN** 7c off
  - Giant Size ..... 91c
  - Regular size ..... 31c
- DASH** Big Value Jumbo size ..... 2.49
- TIDE** Giant Size with coupon ..... 83c
- DUZ** Economy Giant size ..... 85c

**IVORY**  
Large size 7c off  
4 for 59c



- IVORY** 7c off med. size 6 for 59c
- PERSONAL**
- IVORY** Baby mild skin care 4 bars 29c
- IVORY**
- FLAKES** For the things you wash by hand. Reg. size 36c



**OXYDOL** 7c off Reg. size 2 for 65c  
Giant size 78c



**ZEST**  
Deodorant bar 2 for 41c  
Both size

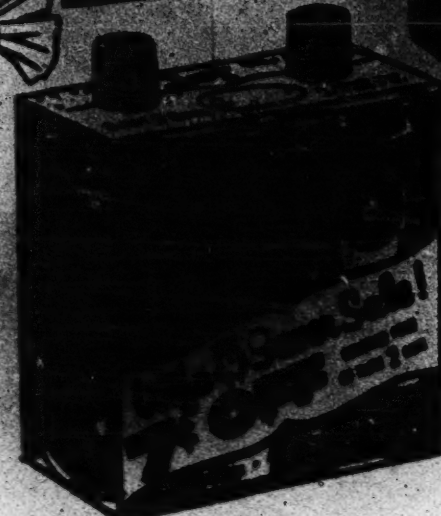
**ZEST**  
Deodorant bar 2 for 31c  
Regular size

**LAVA**  
Gets dirty hands really clean.  
Large Size 2 for 31c

**CASCADE**  
Powdered soap. Regular size 45c

**CLEAN UP WITH CLOROX**  
AMERICA'S NO. 1 HOUSE-CLEANING AID

Gallon size Clorox	59c
Half gallon size Clorox	39c



**CAMAY** Both size beauty bar 2 for 31c

**CAMAY** 7c off Reg. size 4 bars 37c

**JOY** 7c off Giant size 68c  
Regular size 2 for 75c

**Ivory Snow** Mild, gentle Regular size 36c



**KIRK'S CASTILE** Hand Water Soap 2 for 21c

**CHEER DETERGENT** Giant size Economy pkg 83c

**DREFT DETERGENT** For gentle washing cotton. Giant size 83c

**Comet Cleanser** The scented cleanser for taking bleach. Giant size 23c





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**PAGE**


  
 H.C. Company—Advertising—San Francisco, California

Adv. No. 3562B—4 col. x 131 lines—Newspaper

Commission's Exhibit No. 423  
 Clorox Chemical Co. Reprint

FEDERAL TRADE COMMISSION  
 CASE NO. 40-1-10000-10000-10000  
 IN THE MATTER OF *Clorox Chemical Co.*  
 DATE *4/2/59* WITNESS *James*  
 LEE REPORTING CO., CORAL GABLES  
 By *C*

Fine linens deserve  
**COLOROX**-care for extra  
whiteness and safety!

**COLOROX** makes linens  
more than white...  
 it makes them sanitary, too!

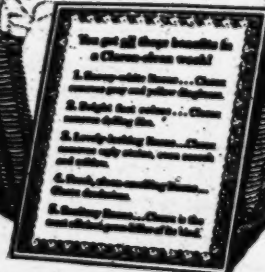
Laundry items are gifts to be cherished...and to  
 millions of housewives that means Clorox-care.  
 You just can't beat gentle Clorox whitening. It  
 removes dinginess and stains, without rubbing.  
 And no other home laundering product can  
 give you Clorox disinfection. For Clorox is the  
 most efficient germ-killer of its kind!

Made by an exclusive patented formula, Clorox  
 is free from caustic...extra gentle to your finest  
 cottons and linens. And Clorox, a liquid, contains  
 no gritty particles to damage your wash, whether  
 or dryer. Especially important in winter weather,  
 Clorox disinfection...makes your wash something  
 fresh even when dried indoors!

**A CLOROX-clean house  
 protects family health!**

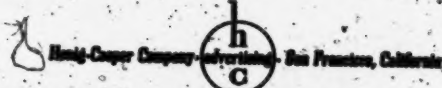


When you use Clorox to launder  
 house clothing, you make your  
 home a safer place for your family.  
 For, while Clorox is getting rid of  
 stains and odors, it's getting rid of  
 germs. The Clorox type of disinfection  
 is recommended by hundreds  
 of public health departments for  
 hotel disinfection for disease preven-  
 tion, health-preserving care.



You get all these benefits in  
 a Clorox-clean wash!

1. Deep-white linens... Clorox  
removes gray and yellow dinginess.
2. Brighter hot colors... Clorox  
removes fading dyes.
3. Fresh-looking linens... Clorox  
removes oily stains, even sweat  
and odors.
4. Fresh, clean-smelling linens...  
Clorox disinfects.
5. Safer home life... Clorox is the  
most efficient germ-killer of its kind.



Adv. No. 35598-4 col. x 151 Run—Newspaper

Commission's Exhibit No. 424  
Clorox Chemical Co. Reprint

FEDERAL TRADE COMMISSION  
DOCKET NO. 424...  
IN THE MATTER OF...  
DATE...  
...  
...  
...



# CLOROX makes linens *more than white...* it makes them *sanitary, too!*

Clorox-clean linens distinguish a sophisticated hostess. They're lovely to look at...safe to use. For Clorox really whitens...it removes discolors and stains, even sweat and oil. And Clorox provides added health protection...no other home laundering product equals Clorox in germ-killing efficiency!

Clorox is extra gentle to your finest white and color-fast cottons and linens...for, thanks to an exclusive patented formula, it's free from caustic. And Clorox, a liquid, contains no gritty particles to damage your wash, washer or dryer. Important, too: Clorox deodorizes...so your wash smells machine-fresh, even when dried indoors!



You'll enjoy inviting guests into your  
CLOROX-clean kitchen!



A Clorox-clean kitchen is essential...it adds further protection to health. For, in routine cleaning, Clorox deodorizes, removes stains...and, best of all...provides a type of disinfection recommended by public health authorities. See label directions for the many ways Clorox can help you.



You get all these benefits in a Clorox-clean wash!

1. Snow-white linens...Clorox removes gray and yellow discoloration.
2. Bright fast colors...Clorox removes fading dyes.
3. Lovely-looking linens...Clorox removes oily stains, even sweat and oil.
4. Fresh, deodorizing linens...Clorox deodorizes.
5. Healthy linens...Clorox is the most efficient germ-killer in the home.



CX 429A(1)

FEDERAL TRADE COMMISSION  
DOCKET NO. 8831 COMMISSION EXHIBIT NO. 429A  
IN THE MATTER OF The Procter & Gamble Company  
DATE 4/17/58 WITNESS Shaner  
ACE REPORTING CO., Official Reporter  
By Kellum

Erie #2

January 24, 1953

Commission's Exhibit No. 429A-B  
Letter to The Paul E. Kroehle Co. January 24, 1958

The Paul E. Kroehle Co.  
304 Western Reserve Bldg.  
1468 West 9th Street, N. W.  
Cleveland 13, Ohio

Gentlemen:

**COLOROX BREAKS WITH A BIG BARGAIN OFFER IN ERIE COUNTY IN FEBRUARY!**

A regular \$1.00 Ironing Board Cover is being offered for just 50c with each purchase of CLOROX.

A special collar on every CLOROX bottle features this bargain offer. And an order blank on the back of each collar provides for direct mailing of the premium to the customer by clorox.

**THIS MEANS THAT RETAILERS CAN RING UP EXTRA CLOROX SALES...WITHOUT EXTRA WORK...and that means you can expect an exceptionally enthusiastic response to this CLOROX promotion from the trade!**

**CASH IN ON THIS BIG MONEY-MAKING CLOROX PROMOTION TO THE FULLEST EXTENT!**

A special newspaper advertisement featuring Ironing Board Cover offer, is scheduled to run in the Erie Times-News on February 20th/21st. Quantities of the display material and tie-in mats have been mailed to you under separate cover...and be sure to mail the CLOROX bulletin (enclosed) promptly to all of your trade contacts in the Erie market; along with a reprint of the special newspaper advertisement, reprints of which are being shipped to you by our advertising agency.

175X



FEDERAL TRADE COMMISSION  
DOCKET NO. 19.1 COMMISSION EXHIBIT NO. 1210The Paul E. Kroehle Co.  
Cleveland, Ohio

January 24, 1958

**ADDITIONAL CLOROX ADVERTISING SUPPLEMENTS IMPACT OF SPECIAL PROMOTION IN FEBRUARY!**

In addition to Ironing Board Cover Promotion advertisement of February 20th/21st, another dominant CLOROX newspaper advertisement will appear in the Erie Times-News on February 27th/28th. A full-page CLOROX advertisement carries its selling message in the February issues of Good Housekeeping, Better Homes & Gardens, Ladies Home Journal and Parents' magazines. And a stepped-up schedule of CLOROX television advertising in Erie County will supply additional selling support during the month of February.

Reprints of the two CLOROX newspaper ads and the magazine ad have been sent to you in quantity under separate cover for mailing with your bulletin to the trade. Please send us a copy of your bulletin and advise us of the date on which you mail this bulletin to the trade.

Very truly yours,

THE CLOROX COMPANY

Neil Shaver  
Advertising ManagerNS:del  
Encl.cc: Arthur G. Laramy  
cc: Cleveland Plant.bcc: Mr. Trimpe  
Mr. Oster

176X

Commission's Exhibit No. 437  
Freight as a percentage of gross sales price  
per case

**FREIGHT AS PERCENTAGE OF GROSS SALES PRICE  
PER CASE**

<u>Fiscal Year Ending</u>	<u>Percent of Average Selling Price</u>
June 30, 1952	12.1%
" " 1953	12.2%
" " 1954	12.0%
" " 1955	11.3%
" " 1956	10.8%
" " 1957	10.2%
Month of July 1957	9.8%
Aug. 1, 1957-Feb. 28, 1958	10.5%

FEDERAL TRADE COMMISSION  
1437  
REPORTING CO., Office Reporter  
4/10/57

177X

FEDERAL TRADE COMMISSION  
DOCKET NO. 100-100000-1  
IN THE MATTER OF THE  
WITNESS  
AGE REPORTING CO. OFFICE REPORTER  
DATE

Commission's Exhibit No. 438  
Purex Corp. annual report for 1957

**PUREX CORPORATION, LTD.**  
**THIRTIETH ANNUAL REPORT 1957**

FEDERAL TRADE COMMISSION  
DOCKET NO. 6001 ~~EXHIBIT NO. 438~~ 438  
IN THE MATTER OF THE UNITED STATES OF AMERICA  
DATE 7-2-57 WITNESS  
ACE RESEARCH CO., Official Reporter

178X



# PUREX CORPORATION, LTD. AND ITS SUBSIDIARIES

## STATEMENT OF INCOME

Fiscal year ended June 30

	1957	1956	
	Consolidated	Purex Corporation Ltd.	Manhattan Soap Company, Inc. and subsidiaries
Sales, less returns, discounts and allowances	\$50,293,497	\$34,850,430	\$11,736,461
Cost of goods sold and delivery expense	\$34,679,035	\$24,614,675	\$ 7,518,097
Selling, general and administrative expense	11,650,216	7,408,747	4,073,700
Depreciation of fixed assets	858,566	620,261	164,784
Interest and expense on long term debt	266,832	130,498	42,264
Loss on cosmetics division, net			220,331
Provision for federal and Canadian income taxes (the 1957 provision is after \$520,000 reduction resulting from loss carry forward of Manhattan Soap Company, Inc.)	930,000	1,075,000	12,900
	\$48,384,649	\$33,849,181	\$12,032,076
Net income (loss) for the year	\$ 1,908,848	\$ 1,001,249	\$ ( 295,615)

## CONSOLIDATED STATEMENT OF STOCKHOLDERS' EQUITY

Fiscal year ended June 30, 1957

	Capital	Retained Income
Balance at beginning of year:		
Purex Corporation, Ltd.	\$4,111,251	\$2,727,806
Manhattan Soap Company, Inc. (136,000 shares of capital stock of Purex Corporation, Ltd. issued for all the outstanding stock of Manhattan)	405,664	656,769
	\$4,516,915	\$3,384,575
Net income for the year, per accompanying statement		1,908,848
Dividends paid:		
In cash, 80 cents per share		(629,915)
In stock (three per cent) paid September 30, 1956 - 22,003 shares stated at \$19 per share, approximate market at declaration date	418,057	(418,057)
Cash paid in lieu of issuing fractional share interests aggregating 1,102 shares		(20,939)
Proceeds from issuance of 10,271 shares under option agreements	90,306	
Balance at end of year	\$5,025,278	\$4,224,512

179X

see notes on page 16



# PUREX CORPORATION, LTD. AND ITS SUBSIDIARIES

Incorporated in California

## ASSETS

June 30  
1957

June 30  
1956

### CURRENT ASSETS:

Cash	\$ 1,898,458	\$ 724,010
United States Government securities, at cost	900,000	650,000
Accounts receivable, less \$22,600 provision for doubtful accounts	3,397,594	2,842,573
Inventories, at cost (not in excess of market)	5,312,732	5,629,846
Unexpired insurance, deposits and advances	337,863	344,815
Total current assets	<u>\$11,846,647</u>	<u>\$10,191,244</u>

### INVESTMENT in wholly owned subsidiary

in Australia, at cost (not consolidated)	\$ 86,000	\$ 86,000
--	-----------	-----------

### FIXED ASSETS, at cost less accumulated depreciation of

\$3,878,743 and \$3,571,165, respectively	\$ 7,205,218	\$ 7,296,365
	<u>\$19,137,865</u>	<u>\$17,573,609</u>

## NOTES TO FINANCIAL STATEMENTS

### NOTE 1—PRINCIPLES OF CONSOLIDATION:

The consolidated financial statements include the accounts of the Company and the following subsidiaries:

Manhattan Soap Company, Inc., a wholly owned domestic subsidiary.

Hastings Brothers & Company, a wholly owned subsidiary of Manhattan, until its complete liquidation in August, 1956.

Fairbanks Soap Company, Limited, a wholly owned Canadian subsidiary of Manhattan.

A relatively small wholly owned Australian subsidiary of the Company has not been consolidated.

On July 30, 1956, the Company acquired the entire outstanding stock of Manhattan Soap Company, Inc., in exchange for 136,000 shares of the Company's capital stock.

This transaction is deemed to be a pooling of interests of both companies, and the accompanying balance sheet at June 30, 1956 includes the assets and liabilities of the Manhattan companies. The accompanying income statement for the twelve months ended June 30, 1956, sets forth, separately, the operations of the Company and of the Manhattan companies.

### NOTE 2—FEDERAL AND CANADIAN INCOME TAXES:

The provision for federal income taxes for the year ended June 30, 1957 is approximately \$520,000 less than would be required without benefit of the provisions of the Internal Revenue Code which permit the carryforward, for tax purposes, of losses sustained in prior years by Manhattan Soap Company, Inc.

The estimated liability for income taxes at June 30, 1957 shown in the accompanying balance sheet includes roundly

# CONSOLIDATED BALANCE SHEET

## LIABILITIES AND CAPITAL

June 30  
1957

June 30  
1956

### CURRENT LIABILITIES:

Accounts payable and accrued expenses . . . . .	\$ 2,875,104	\$ 4,308,675
Current installment on long term debt . . . . .	415,000	346,000
Estimated federal and Canadian income taxes . . . . .	1,427,971	1,680,499
Total current liabilities . . . . .	\$ 4,718,075	\$ 6,335,174

### LONG TERM DEBT

At June 30, 1957, \$2,170,000 is represented by a 4 1/4 % note payable in minimum annual installments of \$415,000 and \$3,000,000 is represented by a 5% note payable in similar installments after discharge of first note . . . . .

\$ 5,170,000    \$ 3,336,945

### STOCKHOLDERS' EQUITY

Represented by 799,723 shares of \$1 par value capital stock outstanding at June 30, 1957 (767,449 shares were outstanding at June 30, 1956 after giving retroactive effect to the issuance in July 1956 of 136,000 shares for all the outstanding stock of Manhattan Soap Company, Inc.); 2,500,000 shares authorized:

Capital . . . . .	\$ 5,025,278	\$ 4,516,915
Net income retained in the business . . . . .	4,224,512	3,384,575
	<u>\$ 9,249,790</u>	<u>\$ 7,901,490</u>
	<u>\$19,137,865</u>	<u>\$17,573,609</u>

\$425,000 for unsettled excess profit taxes and interest thereon relating to the returns of Manhattan Soap Company, Inc. for the years 1940 through 1945. On the basis of a tentative agreement reached with the taxing authorities during July 1957, taxes and interest to be paid for those years will approximate \$550,000. The interest portion will be deductible in computing future years' taxes. The tentative settlement is subject to review and approval of the Congressional Joint Committee on Internal Revenue Taxation.

#### NOTE 3—STOCK OPTIONS:

At the beginning of the year, there were outstanding options granted to certain key employees covering 20,851 shares of capital stock. During the year 999 additional shares came under option under the provision of the option agreement relating to adjustments for stock dividends. Also during the year options covering 10,271 shares were exercised at prices of \$9.63 and \$8.77 per share, leaving options

outstanding at June 30, 1957 for 11,179 shares at \$8.77 per share.

#### NOTE 4—RETAINED INCOME:

At June 30, 1957 retained income available for dividend purposes under the terms of the loan agreements was approximately \$1,375,000; however, a minimum working capital requirement restricted the amount available to approximately \$300,000.

#### NOTE 5—LOSS IN 1956 ON COSMETIC DIVISION OF MANHATTAN SOAP COMPANY, INC.:

The loss of the cosmetic division of Manhattan Soap Company, Inc. in the fiscal year ended June 30, 1956 shown on the accompanying statement of income represents value of cosmetics less cost of goods sold, advertising, promotion and other selling expenses. It does not include any allocation of administrative expenses or interest expense on borrowed money. The cosmetic division was discontinued in June 1956.

## PRODUCTS

Purex is the manufacturer of a diversified line of thirteen household cleaning products, six of which are in national distribution. In addition, we market thirty-one industrial products including such items as swimming pool chlorine, automatic dishwashing compounds, floor cleaners, abrasive cleansers, and wetting agents.

### *Nationally Distributed Consumer Products*

**NEW BLUE DUTCH CLEANSER** — Foams, bleaches, rinses fast! Cleans blue-white clean.

**PUREX BEADS-O'-BLEACH** — Bleach in safe, dry form. Whitens like liquid bleach — yet harmless to clothes.

**TREND** — Light-duty detergent for dishes and fine fabrics. "It's the brand the smart girls buy."

**LIQUID TREND** — Popular liquid detergent. Especially recommended for dishes and personal laundry.

**SWEETHEART SOAP** — Sweet, mild, luxury soap. "It agrees with your skin."

**BLU-WHITE** — Brightens and blues while it washes. Whitens "tired" gray nylon.

#### ***Regional Products***

**PUREX LIQUID BLEACH** — Gentle, yet effective — safe for Nylon, Orlon, Dacron, and Rayon. Made by the exclusive *Intrafil*<sup>®</sup> process.

**NEWS** — Economy priced heavy-duty detergent with oxygen bleach. An all-purpose washday detergent.

**PROTEX SOAP** — White deodorant bar. For bath and complexion. Popular oval shape.

**PUREX DRAIN OPENER** — Keeps drains free-flowing. Quick, efficient, economical.

**REX LYE** — Quick dissolving high-test flakes.

**BLUE BARREL LAUNDRY SOAP** — All-purpose white laundry soap for floors, woodwork, dishes, clothes.

**PUREX BOWL CLEAN** — For toilet bowl sanitation.



## ADVERTISING IS THE LIFE BLOOD OF OUR BUSINESS

We are in an industry in which brands must be "pre-sold to the consumer." It is therefore an industry of big-scale advertising. Since Purex became a national advertiser, our advertising appropriations have necessarily grown to an amount which places us among the top 100 advertisers in all business classifications.

National network television is the major medium in our advertising program. It is supplemented by women's magazine and newspaper supplement advertising. It is further reinforced by sales promotions such as the "SweetHeart Dream Come True Contest" and the "Family Shopping Spree." The former was a highly successful promotion in March and April 1957; the

latter started in August 1957. *Food Topics*, a leading grocery trade journal, polled 7300 of the leading grocery chain and supermarket retailers of the country to determine the ten sales promotions in the grocery field during the past year which sold the most merchandise for the retailers. The "SweetHeart Dream Come True" promotion was voted third most effective among all the hundreds that went through the grocery stores of the nation.

Beginning late in September, Purex sponsors for the first time on Columbia Broadcasting System's nationwide television network the "Perry Mason Show." This is an evening one-hour-weekly detective story program of which

we are the sponsors on alternate weeks. Over 75,000,000 copies of Perry Mason books have been sold, a fact which establishes Perry Mason's creator, Erle Stanley Gardner, as the most widely read writer of American detective fiction and probably ranks Perry Mason as the best-known character in American fiction of all types. Beginning October 3, we are also co-sponsoring a national network, 15-minute afternoon television show, "Beat The Clock," starring Bud Collyer, on CBS.

Typical of the outcome of our consumer research on the motivations for buying that impel Mrs. Consumer to take one brand instead of another is the current "SweetHeart" soap

advertising in magazines and TV, illustrated here. It presents a completely new approach in toilet soap advertising. The advertising is not only attracting favorable attention from Mrs. Consumer, but is creating in her mind the brand image of "SweetHeart" soap which this fine quality product should have and which was the target of our advertising plans. The research that produced this advertising is also giving us an improved understanding of the subtle factors influencing Mrs. Consumer, and is enabling us to align our advertising, packaging and merchandising work in the stores along new and more effective lines, thus making our advertising dollars more productive.

## **PLANT LOCATIONS**

Thirteen manufacturing plants span the United States and Canada, with packaging facilities in

### ***Bleach and Detergent Plants:***

SOUTH GATE, CALIFORNIA -  
(Home Office)  
ST. LOUIS, MISSOURI

### ***Liquid Bleach Plants:***

TACOMA, WASHINGTON  
DALLAS, TEXAS  
NEW ORLEANS, LOUISIANA  
SAN LEANDRO, CALIFORNIA  
ATLANTA, GEORGIA  
MEMPHIS, TENNESSEE  
WESTON, ONTARIO, CANADA

Mexico, Cuba, and the Philippines and a wholly-owned subsidiary in Australia.

### ***Cleanser Manufacturing Plants:***

EAST CHICAGO, INDIANA  
SOUTH GATE, CALIFORNIA  
BRISTOL, PENNSYLVANIA  
WESTON, ONTARIO, CANADA  
SYDNEY, AUSTRALIA

### ***Cleanser Packaging Plants:***

MEXICO CITY, D.F. HAVANA, CUBA  
MANILA, P.R.

### ***Soap Manufacturing Plants:***

BRISTOL, PENNSYLVANIA  
TORONTO, ONTARIO, CANADA  
OMAHA, NEBRASKA

EX 443

No. 2

Commission's Exhibit No. 443  
Purex Corp. net sales of liquid bleach 1952-1957

PUREX CORPORATION, LTD.

NET SALES OF LIQUID BLEACH EXCLUDING FOREIGN

1952	6/30/52	\$ 9,482,097
1953	6/30/53	10,838,432
1954	6/30/54	10,898,053
1955	6/30/55	11,916,298
1956	6/30/56	12,691,562
1957	6/30/57	<u>13,648,103</u>
		<u>\$69,474,545</u>

187X

FEDERAL TRADE COMMISSION  
DOCKET NO. 1021 EXHIBIT NO. 443  
IN THE MATTER OF THE PUREX & COMPANY  
DATE 4-22-58 WITNESS *Steninger*  
ACE REPORTING CO., Official Reporter  
By *ema*



Commission's Exhibit No. 447  
Leading National Advertisers—12 months 1957

LEADING NATIONAL ADVERTISERS - 12 MONTHS 1957

COMPANY	TOTAL	MAGS		SPOT TV	SUNDAY MAG. SECS.	NETWORK TV	NETWORK RADIO
		GENERAL	FARM				
Procter & Gamble	\$83,108,351	\$ 8,917,358	\$ 213,508	\$25,916,840	\$ 1,014,630	\$47,046,015	NR*
General Motors	43,356,854	23,946,832	1,474,490	1,522,630	3,679,465	12,733,437	NR*
Chrysler Corp.	30,945,944	10,362,273	386,270	NA**	1,281,625	18,915,776	NR*
Colgate-Palmolive	36,817,198	4,661,664	96,490	7,739,080	4,944,251	19,375,713	NR*
Ford Motor Co.	31,518,192	11,867,425	1,455,522	3,436,050	1,735,991	13,023,204	NR*
Lever Brothers	23,565,993	4,476,956	NR*	7,642,980	2,791,748	16,297,289	NR*
Purex Corporation	2,902,088	651,799	NR*	NA**	187,785	2,052,504	NR*

\* Not reported

\*\* Not available

Total expenditure is PIB figure. Does not include Spot TV -- Spot TV first reported 1956

Source: Publishers Information Bureau

FEDERAL TRADE COMMISSION

EXHIBIT NO. 447

IN THE MATTER OF

DATE 4/24/58

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[illegible]



FOOTE & MANN

THURSDAY  
MAY 27 & 28-57

ADVERTISING SCHEDULE - 201

NEWSPAPERS

ADVERTISING

1. THE CITY 1<sup>st</sup> STORE

2. THE CITY 2<sup>nd</sup> STORE

3. THE CITY 3<sup>rd</sup> STORE

II. CLOVER

III. 101

8-0000 8-00 & 8-000000

1. THE CITY

II. CLOVER

ADVERTISING IN STORES

FOOTE

CHOCOLATE

COUPONS

FOOTE (from Foote records)

FOOTE FACTORY LIST PER CASE  
(FROM FOOTE RECORDS)

CLOVER FACTORY LIST PER CASE

ALL DATA FURNISHED BY FOOTE ONLY - FOOTE SALESMAN - BUFFALO

PER FOOTE TO J.L. FOOTE 3/31/56

DATA FURNISHED BY J.L. FOOTE SALESMAN - BUFFALO

DATA FURNISHED BY J.L. FOOTE SALESMAN - BUFFALO

(2) DATA FURNISHED BY FOOTE ONLY & RELEASE LETTER 4/1/56

ALL DATA FURNISHED BY NEWSPAPERS & TV STATIONS BY TELEPHONE TO FOOTE CORP. & ALBANY AGENCY APRIL 18, 1956

ADVERTISING 0%  
(all newspapers)

\$8,351.00

Total Advertising 0%  
Newspapers  
TV Spots

\$4,387.00  
2,432.00  
1,955.00

100 TV spots 100 TV spots 100 TV spots 100 TV spots

QT-21

1-37 no 2

QT-15

1-30 2-2

QT-15

1-30 0-48

QT-21

1-37 no 2

QT-15

1-30 2-2

QT-15

1-30 0-48

QT-20

1-37 0-58

QT-20

1-35 0-58

QT-20

1-37 0-58

QT-19

1-35 0-58

Floor display picture of new bottle. 2.5 dist.

Floor display rear of store. 21 pieces 48 dist.

Floor display 85 dist.

Floor display 8 1/2 48 dist.

Qts 30 off 55 dist  
1/2 50 off 52 dist  
gal 70 off 48 dist

Qts 30 off 44 dist  
1/2 50 off 44 dist  
gal 70 off 36 dist

Qts 30 off 56 dist  
1/2 50 off 56 dist  
gal 70 off 28 dist

Qts 30 off 28 dist  
1/2 50 off 12 dist  
gal 70 off 8 dist

REDEMPTION OF COUPONS

DEC 31

100 9%

100 10%

100 11%

JAN 31

100 10%

100 10%

100 10%

FEB 28

100 10%

100 10%

100 10%

MAR 31

100 10%

100 10%

100 10%

100 10%

68,200  
68,200 coupons mailed to Erie householders 11/13/57 to 11/15/57. 20,000 of each 100-150-200-250// 100 & 150 good on qts. - 1 gal and gal purchases. 200 & 250 good on the 1/2 gal and gal purchases. COUPON COST \$165.32 (including redemption to 3/31/58)

QTS = 2.01  
1/2 = 1.86  
GAL = 2.00

QTS = 2.01  
1/2 = 1.86  
GAL = 2.00

FEDERAL TRADE COMMISSION  
BUREAU OF CONSUMER PROTECTION  
WASHINGTON, D.C. 20540  
DATE 7-1-57 WITHIN 60 DAYS  
ADVISING OF THE FACT & REASON WHY

QTS = 1.91  
1/2 = 1.86  
GAL = 1.98

189X

(1) CLOVER LIST PRICES PER JOE ELLIOTT - FOOTE REP. BUFFALO 1956.



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**PAGE**

Commission's Exhibit No. 454A-C  
Purex Corporation Memorandum dated October  
12, 1957 "To All Sales Managers, Supervisors  
and Salesmen"

Purex Sales Meeting  
Sat. October 12, 1957  
Statler Hotel  
St. Louis, Mo.

BLEACH GOES MODERN!    BLEACH GOES MODERN!    BLEACH GOES MODERN!

NEW "PUREX" LIQUID BLEACH

TO: All Salesmen, Supervisors, and Salesmen in  
Test Markets.

Gentlemen:

Beginning Monday, October 14, 1957 you men in this meeting will start a sales campaign that will probably be the most important sales assignment we have ever had in Purex history. We say this because today we have presented to you New PUREX Liquid Bleach a product that embodies the greatest development and advancement in the history of liquid bleach. It is doubly important, because PUREX Liquid Bleach is the foundation product of our company and still the number one product in our line.

This NEW PUREX LIQUID BLEACH as we have told you in this meeting is the result of two years of intensive study, research, and marketing plans to give you gentlemen to sell the most forward, modern product and package in the liquid bleach field today. Here are the principal selling features of our new package and product.

THE NEW PACKAGE

1. IMPROVED BOTTLE AND HANDLE

As you have seen this new bottle and jug represents an almost revolutionary departure from the old ring handle container. The handle is 50% stronger and by test it is 4 times stronger than the Roma Cleanser type of bottle or jug. Women for years have complained about the cumbersome and handling of particularly the 1/2 gallon and gallon jug.

2. THE NEW PRODUCT

PUREX now has an additive for "energized" bleaching that gives an action that has greater and faster penetration in washing and cleansing and thus does a more effective job. Its energized!

3. THE NEW LABEL

In keeping with our theme "Bleach Goes Modern": we have a simplified bright clean label with definite feminine appeal telling in 4 words just what it is "NEW MODERN PUREX BLEACH."

The back panel of the label also shows improved organization with its separate boxes for usage and clearly and simply defines household and industrial use and directions.

The side panel is an added feature to our label and represents selling copy of the main advantages on the basic requirements of women consumers today.

THE ADVERTISING

A new concept in bleach advertising has been employed to properly -

FEDERAL TRADE COMMISSION  
UNIT 12.121 - RECEIVED UNIT 12.121  
IN THE MATTER OF *Purex Corporation*  
DATE *10/17/57* BY *W. H. H. H. H.*  
AND INFORMATION CO. General Bureau

(b) **FEDERAL TRADE COMMISSION**  
**DOCKET NO. 6691 - COMMISSION EXHIBIT NO. 4574**

create the **NEW BRAND IMAGE** of this product in the housewife's mind. The central theme on all advertising of New Purox will be one of portraying a cheerful, carefree, pleasant to use bleach that makes things easy -- is relaxing and helps hurry through the unpleasant, but necessary household cleaning jobs in a short space of time. A product considerate of her feelings about housework without drudgery and still does that highly efficient job which makes her feel so good about work that has been done -- a job well done.

We have a rounded schedule of advertising for each test market with real depth saturation that will be so important in getting the housewife to look for and readily recognize **NEW PUXE BLEACH** the next time she is in her favorite food store.

(Ad schedule for your territory attached to this bulletin)

**MATERIAL FOR AND ORDER OF SALES PRESENTATION:**

1. Brochure - cover the 1st half of the brochure story and in the middle section where the blown up new jug is shown, open
2. Top Secret Box and hand to the buyer giving him a chance to examine the new package. At this time also we can give him the price information which should be written in his copy of the brochure (prior to your call) that you are going to leave with him. (There is a place for this on the next page in the "Price and Profit" section.)

The next page shows the display section following the "Protecting Purox" section and at this time show the --

3. Point of Sale Material, 4 pieces (Banner, Bottleneck, Stack Card and Shelf Talker)
4. Slick Sheets and Mats - (Note: Be sure the quart jug mat and slick is shown for Erie only)

**TEST MARKET DATE**

<u>TEST MARKET</u>	<u>TYPE OF PRODUCT</u>	<u>START SELLING</u>
Wichita	Regular	Monday, October 14
Erie	Energized	Monday, Oct. 14 & 15
Louisville	Energized	Monday, October 21
Evansville	Regular	Monday, October 21

**PRICES AND CODE NUMBERS**

	<u>WICHITA</u>		<u>ERIE</u>		<u>EVANSVILLE</u>		<u>LOUISVILLE</u>	
	<u>PRICE</u>	<u>CODE #</u>	<u>PRICE</u>	<u>CODE #</u>	<u>PRICE</u>	<u>CODE #</u>	<u>PRICE</u>	<u>CODE #</u>
Quart	\$1.91	1-021	\$2.01	1-022	\$2.01	1-021	\$2.01	1-021
1/2 gal.	1.76	1-031	1.86	1-031	1.86	1-031	1.86	1-031
Gallon	1.90	1-051	2.00	1-051	2.00	1-051	2.00	1-051

**SUMMARY AND SPECIAL INSTRUCTIONS:**

We have attempted to outline in this bulletin all of the information needed to enable you to do the proper selling job of this new product.

FEDERAL TRADE COMMISSION

DOCKET NO. 6791 COMMISSION EXHIBIT NO. 575

(C)

Be sure you have all necessary selling material when you leave this meeting. You have been furnished with a small amount of point of sale material today and additional supplies are being sent to your homes. Gentlemen, ours is a great responsibility in selling this new product -- much of the success of NEW PUREX LIQUID BLEACH will depend on how well we do our initial selling and merchandising job in these test markets.

We have every confidence that the selection of you men has been sound to introduce this new product to our customers.

Again we wish to reiterate the importance of doing the best selling job you have ever done -- a great deal in the future of our company in the bleach field will depend upon your forthcoming successful efforts. The degree of success of this selling campaign is now in your hands.

WE HAVE "GIVEN YOU THE BALL" -- NEW PUREX LIQUID BLEACH, WE KNOW THAT YOU WILL RUN WELL WITH IT.

Sincerely,

Alex C. Bruce

AGB/JLP/ci



CX 458

No. 16

Commission's Exhibit No. 458  
Purex liquid bleach prices January 1956-April 1958

PUREX LIQUID BLEACH PRICES  
NATIONAL LIST PRICES  
JANUARY 1956 -- APRIL 1958

<u>Period</u>	<u>Pints</u>	<u>Quarts</u>	<u>Half Gallons</u>	<u>Three Quarts</u>	<u>Gallons</u>
- 1/15/56	\$2.07	\$1.75	\$1.61	---	\$1.78
1/16/56 - 4/30/56	2.07	1.75	1.61	\$2.16	1.78
5/1/56 - 5/19/57	2.20	1.85	1.70	2.25	1.82
5/20/57 - 11/21/57	2.26	1.91	1.76	2.32	1.90
11/22/57 - 3/9/58	2.26	1.91	1.86	2.32	1.98

FEDERAL TRADE COMMISSION  
DOCKET NO. 1221 EXHIBIT NO. 458  
IN THE MATTER OF The Procter & Gamble Company  
DATE 4/22/58 WITNESS STOLVERMAN  
ACE REPORTING CO., Official Reporter  
By PS

194X

Commission's Exhibit No. 473  
Annual report of Hood Chemical Co. for year  
ending August 31, 1957

FEDERAL TRADE COMMISSION  
DOCKET NO. F551 ~~EXHIBIT~~ EXHIBIT NO. 473  
IN THE MATTER OF THE FREDERICK & GOULD COMPANY  
DATE 5-20-58 WITNESS *McDonald*  
ACE REPORTING CO., Official Reporter  
By *Boethen*



**HOOD CHEMICAL CO. INC.**

*Annual Report*

FOR  
THE  
FISCAL  
YEAR  
ENDING  
AUGUST 31

1957

195X

# Hood Chemical Co. Inc.

Ardmore, Pa.

November 2, 1957

## TO THE STOCKHOLDERS:

The Board of Directors submit, herewith, financial statements for the fiscal year ended August 31, 1957, together with the opinion of our auditors, Price Waterhouse & Co.

Continuing our growth pattern, sales of the year increased 10% while net profit from operations increased 26% over last year. This year we also realized a net gain on sale of plant facilities of \$20,066.

The following statement summarizes the changes in financial position during the year.

Income from operation	\$128,831
Add depreciation and other charges not representing cash outlay	41,812
	<u>\$170,643</u>
Net proceeds from sale of Fullerton Plant and miscellaneous investment	89,535
Decrease in working capital	23,389
	<u>\$283,567</u>
Additions to Plant	\$173,174
Payment of dividends	35,050
Investment in other assets	36,750
Purchase of treasury stock	38,593
	<u>\$283,567</u>

Because of continued increasing freight rates, your Directors decided to sell our plant at Fullerton, Pennsylvania and provide productive facilities closer to our markets. The property was sold in January 1957 and the plant vacated in August 1957. Fifty per cent of the sale price is receivable in monthly instalments over a five-year period and is secured by a mortgage on the land and building. A new plant was constructed at South Plainfield, New Jersey, a picture of which may be found on Page 8 of this report. Our new plant offers every facility for efficiency and we believe will materially reduce operating costs.

Last year our Directors requested authority from the stockholders to establish a restricted stock purchase plan for the benefit of key personnel. Toward that end 30,000 shares of capital stock of the company was purchased in the open market. Subsequently, it was decided not to adopt such a plan and the purchased shares are held in treasury for either future use or cancellation.

Your Directors at the meeting on September 23, 1957 declared a dividend of ten cents per share, payable November 8, 1957 to stockholders of record at the close of business October 22, 1957.

Respectfully submitted for the Board of Directors.



President

196X

# Hood Chemical Co. Inc.

(Incorporated in New York)

## STATEMENT OF FINANCIAL POSITION

August 31,

	1957	1956
<b>Current assets:</b>		
Cash .....	\$ 329,492.56	\$308,194.80
U. S. Government securities at cost .....	—	24,869.50
Receivable from customers, less reserve .....	183,944.93	182,013.52
Other receivables and advances .....	15,750.00	3,700.00
Inventories, not over market:		
Materials and supplies at first-in, first-out cost .....	149,200.18	185,584.73
Finished products at production cost .....	126,475.00	94,875.21
Prepaid insurance, etc. ....	25,143.11	17,412.13
	<u>\$ 830,005.78</u>	<u>\$816,649.89</u>
<b>Less—Current liabilities:</b>		
Accounts payable .....	\$ 132,272.26	\$144,845.96
Accrued compensation and expenses .....	85,135.02	77,617.89
Estimated taxes on income .....	147,852.26	106,050.68
	<u>\$ 365,259.54</u>	<u>\$328,514.53</u>
<b>Net current assets .....</b>	<b>\$ 464,746.24</b>	<b>\$488,135.36</b>
<b>Other assets:</b>		
Note receivable secured by mortgage (less \$8,250 in current assets) .....	36,750.00	—
Investment in Chemecon Corp. ....	12,500.00	25,000.00
Plant assets at cost .....	826,783.02	746,562.38
Less depreciation .....	356,082.75	350,254.64
	<u>\$ 470,700.27</u>	<u>\$396,307.74</u>
<b>Net assets .....</b>	<b>\$ 984,696.51</b>	<b>\$909,443.10</b>
<b>Source of net assets:</b>		
<b>Capital stock:</b>		
Authorized 1,000,000 shares of 33-cents par value		
Issued 730,000 shares .....	\$ 240,900.00	\$240,900.00
Additional capital paid in by the shareholders .....	208,195.23	208,195.23
Earnings retained in the business .....	574,194.58	460,347.87
	<u>\$1,023,289.81</u>	<u>\$909,443.10</u>
Less 30,000 shares in Treasury at cost .....	38,593.30	—
	<u>\$ 984,696.51</u>	<u>\$909,443.10</u>



# Hood Chemical Co. Inc.

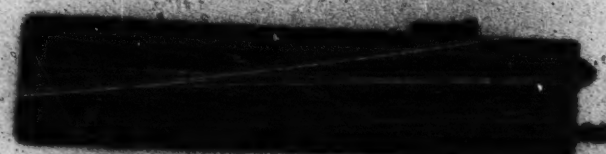
## STATEMENT OF INCOME FOR THE YEAR AND OF RETAINED EARNINGS

	Year ending August 31,	
	1957	1956
Sales.....	\$3,897,514.90	\$3,535,227.06
Less discounts and allowances.....	77,720.93	70,374.26
Net sales.....	<u>\$3,819,793.97</u>	<u>\$3,464,852.80</u>
Costs and expenses:		
Cost of products sold.....	\$2,579,873.61	\$2,361,772.74
Freight paid on products sold.....	314,404.71	310,887.96
Selling expenses.....	431,910.16	390,421.77
Administrative and general expenses.....	226,574.44	193,485.84
	<u>\$3,552,762.92</u>	<u>\$3,256,568.31</u>
(Costs and expenses include depreciation 1957—\$39,012.68; 1956—\$43,497.09)		
Net sales less costs and expenses.....	\$ 267,031.05	\$ 208,284.49
Provision for taxes on income.....	138,200.00	105,900.00
Net income from operations.....	<u>\$ 128,831.05</u>	<u>\$ 102,384.49</u>
Gain on sale of plant facilities less \$9,000 provision for taxes.....	20,066.41	—
Net income for the year.....	<u>\$ 148,897.46</u>	<u>\$ 102,384.49</u>
Retained earnings since August 31, 1950:		
At beginning of year.....	460,347.87	362,946.35
Income tax and expense provisions for prior years not required.....	—	16,917.03
Dividend: 1957—\$.05 per share; 1956—\$.03 per share....	(35,050.75)	(21,900.00)
At end of year.....	<u>\$ 574,194.58</u>	<u>\$ 460,347.87</u>

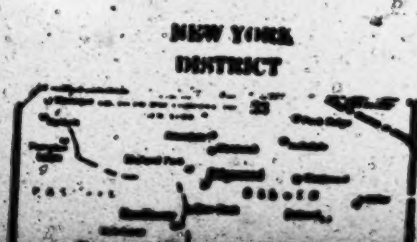
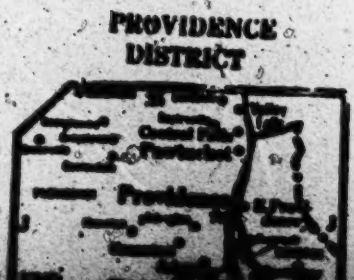
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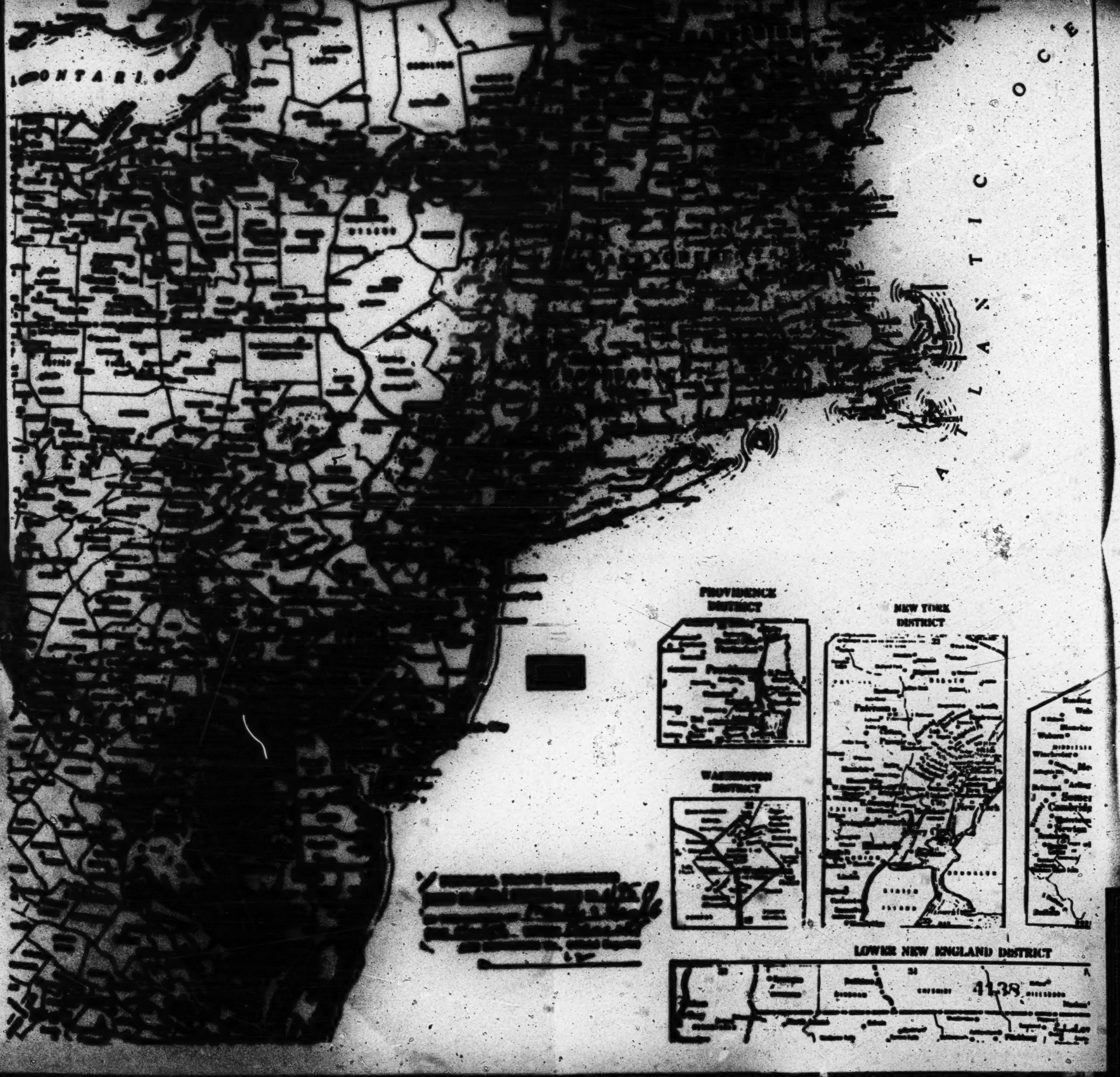




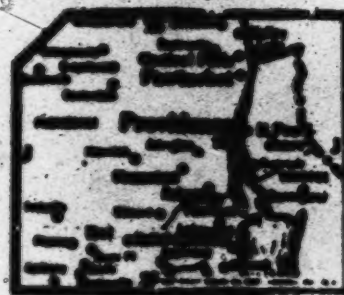
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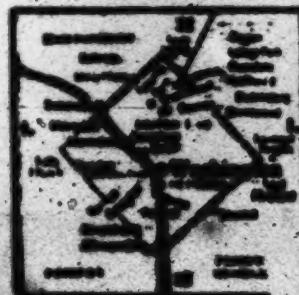
PROVIDENCE DISTRICT



NEW YORK DISTRICT



WASHINGTON DISTRICT



LOWER NEW ENGLAND DISTRICT





# FOOD FIELD REPORTER

The Newspaper of the Food and Grocery Industry

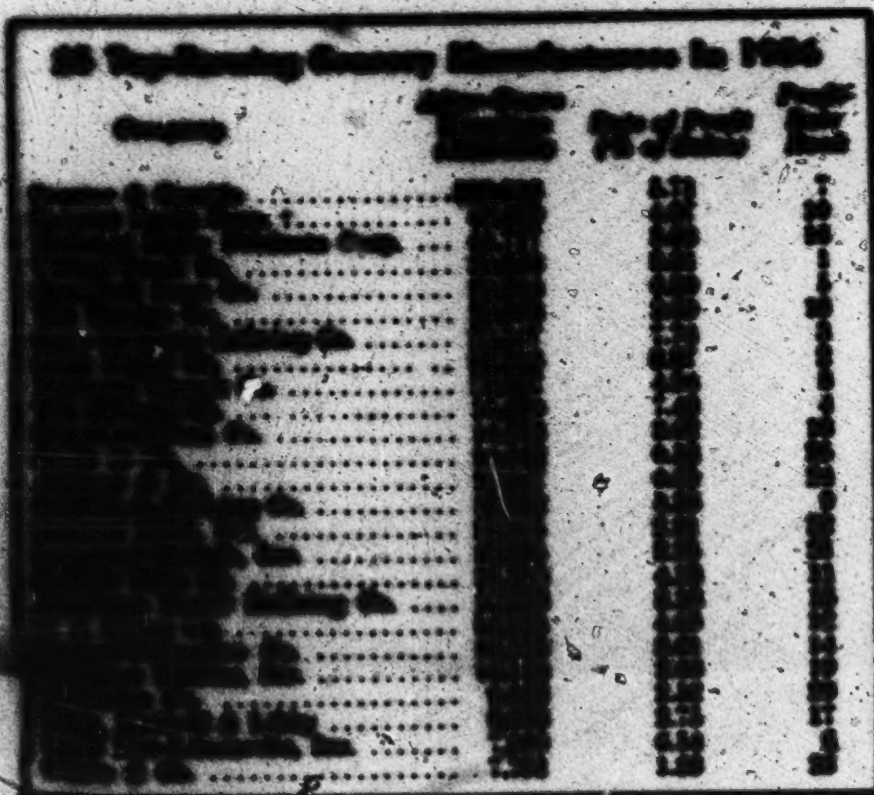
POSTAL REGISTRATION NO. 529  
IN THE MATTER OF *Food Field Reporter*  
FILE NO. 67558

Published by the Food Field Reporter, Inc., 25 Third Avenue, New York 17, N. Y. Entered as second class matter on April 1, 1950. Postmaster: This publication is published weekly except on Sundays and holidays. Subscription price \$4.00 per year, in advance. Single copy 10¢. Second class postage paid at New York, N. Y. and at additional mailing offices. POSTMASTER: Send address changes to Food Field Reporter, Inc., 25 Third Avenue, New York 17, N. Y.

## 1956 Net Tops Food Field, Financial Survey Shows

By Ed. Peter C. Quinn, Director of Marketing Research, Food Field Reporter

Food Field Reporter, Inc., Cincinnati, had the highest 1956 profit and United Fruit Co., San Francisco, had the highest net of profit (per share dollar) among 25 top firms whose products are marketed through food and grocery stores.



Food Field Reporter, Inc., Cincinnati, had the highest 1956 profit and United Fruit Co., San Francisco, had the highest net of profit (per share dollar) among 25 top firms whose products are marketed through food and grocery stores.



# FFR Financial Survey Shows

By DR. PAUL C. OLSEN, Director of Marketing Research, FOOD FIELD REPORTER

Procter & Gamble Co., Cincinnati, had the highest 1956 profit and United Fruit Co., Boston, the highest rate of profit (per sales dollar) among 25 top firms whose products are sold principally through food and grocery stores.

## 25 Top-Earning Grocery Manufacturers in 1956

Company	After-Taxes Earnings (Add 000)	Rate of Profit (% of Sales)	Profit- Rate Rank
Procter & Gamble.....	\$50,316	5.71	7
General Foods Corp. ....	42,400	4.37	10
National Dairy Products Corp. ....	41,717	3.08	16
United Fruit Co. ....	30,283	8.81	1
Campbell Soup Co. ....	29,244	6.80	5
The Borden Co. ....	23,603	2.80	18
Corn Products Refining Co. ....	23,547	7.74	3
Scott Paper Co. ....	22,236	8.27	2
National Biscuit Co. ....	20,237	4.94	8
The Kellogg Co. ....	15,000	7.48	4
Ralston-Purina Co. ....	14,308	3.62	13
Swift & Co. ....	14,012	0.58	25
Armour & Co. ....	13,867	0.00	24
California Packing Co. ....	12,602	4.28	9
General Mills, Inc. ....	12,223	2.31	22
Standard Brands, Inc. ....	12,093	2.35	21
Quaker Oats Co. ....	11,508	4.13	11
American Sugar Refining Co. ....	10,996	3.16	15
H. J. Heinz Co. ....	10,584	4.00	12
Colgate-Palmolive Co. ....	10,518	3.61	14
Foremost Dairies, Inc. ....	10,164	2.66	19
Carnation Co. ....	9,028	2.32	20
Libby, McNeill & Libby.....	8,028	2.75	17
Beech Nut-Lifeovers, Inc. ....	7,900	6.54	6
Wilson & Co. ....	7,791	1.23	23

This information is drawn from our annual survey of sales, costs and profits of food trade processors and distributors. The financial details on 25 companies in 16 categories cover three full pages, beginning on page 18.

On this page is the list of the 25 firms with the largest earnings whose products are sold principally through food and grocery stores.

### P&G Leads

Procter & Gamble leads the list with a net income in 1956 of \$50,316,000, followed by General Foods Corp., \$42,400,000; National Dairy Products Corp., \$41,717,000; United Fruit Co., \$30,283,000; and Campbell Soup Co., \$29,244,000.

In rate of profit, United Fruit with 8.81 per cent, was followed by Scott Paper Co., 8.27 per cent; Corn Products Refining Co., 7.74 per cent; The Kellogg Co., 7.48 per cent; and Campbell Soup Co., 6.80 per cent.

The 25 companies in the chain grocery store category headed all other categories in their rate of increase in earnings before and after taxes in 1956 compared to 1955—23.1 per cent and 23.9 per cent.

respectively. Furthermore, this leading position in earnings gains last year was evidently obtained without any widening margins.

This is deduced from the fact that cost of goods sold increased more than sales—16 per cent compared to 12 per cent—from 1955 to 1956 for the 25 companies in the category which make public figures on their gross margins.

Meat-packing companies and confectionery manufacturers showed the next highest gain in after-taxes earnings—20.6 per cent, but the packers' before-taxes earnings were only 4.3 per cent higher in 1956 than in 1955 while those of the confectionery manufacturers were 22.2 per cent higher.

Among manufacturers, corn products processors had the greatest gain in sales with 17.1 per cent, but it failed to match their increased manufacturing costs. This was reflected in earnings, which increased 11.1 per cent before taxes and 12.4 per cent after.

Wholesale grocers as a group had higher sales increase than any category of manufacturers. But their 18.6 per cent average sales

increase was offset considerably by smaller gross margins—9.7 per cent in 1956 compared to 10 per cent in 1955. This, combined with the vagaries of the federal income tax structure, resulted, despite the 18.6 per cent sales increase, in a rise of only 4.8 per cent in after-taxes earnings.

A total of 237 individual firms are included in our compilation this year. The "Processed Foods" group heads the list this year among the 16 categories of food trade suppliers and distributors, with 44 individual companies listed. Next is the "Chain Grocery Store" group with 37 companies.

The figures tabulated here are generally for the calendar years 1956 and 1955. In the case of companies reporting on a fiscal-year basis, the available annual totals corresponding most closely to these calendar years have been used.

Robert A. Latham, research editor; Michael Lehrhaupt, assistant research editor; Marvin Carl Henry E. Kaplan and Nancy M. Mink, research associates, had responsible parts in preparing this report. I'm grateful for their help.

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CX 531

Commission's Exhibit No. 531  
Vano liquid bleach wholesale price scale

VANO LIQUID BLEACH  
WHOLESALE PRICE SCALE

<u>Case Pack and Unit Size</u>	<u>Jan.- June '56</u>	<u>Eff. July '56</u>	<u>Eff. Aug. '57</u>
12/Qts.	\$ 1.56	\$ 1.66	\$ 1.81
6 1/2 Gal.	1.32	1.42	1.57

Vano Bleach qts-12<sup>2</sup>

5-50 ca 1.86 case  
50-100 ca 1.81  
23000 lb can 1.79

11

1/2 gals 6<sup>2</sup>

5-50 ca 1.62  
50-100 ca 1.57  
23000 lb can 1.55

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FEDERAL TRADE COMMISSION  
DOCKET NO. 61-961 COMMISSION EXHIBIT NO. 531  
IN THE MATTER OF Pacifi. & T. Co.  
DATE 6/26/58 BY Michael L. ...  
ACE REPORTING CO., Official Reporter  
By LZ



CX534

Commission's Exhibit No. 534  
1957 Annual report of B. T. Babbitt, Inc.

B.T. Babbitt INC.

1 9 5 7  
A N N U A L  
R E P O R T

202X FEDERAL TRADE COMMISSION  
DOCKET NO. 90! COMMISSION EXHIBIT NO. 534  
IN THE MATTER OF PROCTER & GAMBLE  
DATE 6/26/58 WITNESS *inadmission*  
ACE REPORTING CO., Official Reporter  
By *67*

## *To Our Stockholders*

At the close of 1956, your Company was faced with a year of consolidation and integration of its business, particularly with respect to the new and diversified lines which it had recently acquired. Implementation of the plans for consolidation and integration, however, moved more slowly than had been anticipated. In addition, important changes took place in the Company's methods of operation and in the management and selling organizations. As a result, your Company's earnings did not reach the hoped for level. By the time this annual report reaches your hands, the problems which were encountered will have been well on the way to solution, and a sound foundation will have been provided for a more optimistic outlook for 1958.

### **SALES AND EARNINGS**

Net sales totalled approximately \$21,800,000, compared to net sales of approximately \$19,500,000 in the preceding year. Although net sales in 1957 were the largest in the history of the Company, 1957 was the first year in which sales of the products of the companies acquired during 1956 were included on a full year's basis. In 1957 the Company's net loss before income taxes was \$1,072,775 as compared with a net loss of \$1,133,612 before income taxes for 1956. Your Company's operations for the year 1957 resulted in a net loss of \$1,117,977 after income tax credits as against a comparable net loss of \$520,612 in 1956.

# B.T. Babbitt AND SUBSIDIARY COMPANIES

The unprofitable operations of the Company in 1957 can be attributed to several factors. Babbitt products continued to meet intensive competition. The complexities of integrating new product lines also contributed to lower earnings. Finally the problem of reorganization of top management took time to solve and had an adverse effect on Company activities. The major portion of the net loss in 1957 was not applied as a loss carry back for tax purposes but will, we trust, be available as a loss carry forward with attendant tax benefits for the Company in the future.

The operations of your Company's Canadian affiliate continue to be profitable. For 1957, the net earnings after taxes of Connecticut Chemicals (Canada) Ltd., in which your Company has a fifty (50%) per cent interest, were \$133,800. Because Connecticut Chemicals (Canada) Ltd. is not a wholly-owned subsidiary, your Company's equity in these earnings is not reflected in the financial statements included in this report. The book value of our interest in the accumulated earnings of the Canadian Company was \$218,000 at December 1957 but is not reflected in our balance sheet.

The figures available for January 1958 and present estimates of earnings indicate a profit for your Company for the first quarter of 1958.

## ORGANIZATIONAL AND OPERATING CHANGES

The acquisitions of Chemicals, Inc. and Connecticut Chemical Research Corp. and its subsidiaries, during the latter part of the year 1956, greatly increased the Babbitt family of products and resulted in a substantial broadening of the Company's production and sales operations. Early in 1957, it became evident that it was necessary to make major changes in the Company's organizational setup in order to manufacture and market the expanded line of products on a more efficient basis.

**B.T. Babbitt****AND SUBSIDIARY COMPANIES**

For several months, the Company was managed by an Executive Committee, consisting of Mr. H. H. Shincel, Mr. A. O. Samuels and Mr. Samuel Mendleson. During this period, intensive efforts were made to attract new personnel. These efforts reached fruition in December 1957 and have resulted in major changes in the top management of the Company. The new President and Chief Executive Officer, Mr. Marshal S. Lachner, brings to your Company an aggressive and penetrating personality reinforced by many years of successful experience in the soap and cleanser industry. Assisting him are Mr. Michael P. Frawley, who has been elected Executive Vice-President, and Mr. John W. Sugden, who has been elected Vice-President in charge of marketing. These men have also been associated for many years with a large-scale successful operation in the soap and cleanser business. These three individuals, together with other additions to top personnel, bring an infusion of new blood into your Company, which augurs well for the future.

Additionally, our field selling organization has been streamlined, important changes have been made in our pricing policies, incentive pay plans for the sales force have been revised and new marketing approaches have been put into effect.

A new advertising agency has been appointed, headed by men who have also been successful in the soap and cleanser field.

On the production side, operations at two of the three plants in the Chicago area have been discontinued, and their production transferred to the Albany plant resulting in a reduction of inventories and operating costs. One of the two plants has been sold, and the other is in the process of being sub-leased. Steps have been instituted to centralize accounting procedures in order to reduce costs and accelerate reporting.



# Consolidated Balance Sheet

## Assets

	1957	1956
<b>Current Assets:</b>		
Cash . . . . .	\$ 830,049	\$ 602,591
Accounts receivable (less reserves of \$62,000 and \$88,000 in 1957 and 1956, respectively) — Notes B and C . . . . .	1,257,193	1,378,011
Estimated Federal income taxes refundable under carry-back provisions of the Internal Revenue Code . . . . .	238,335	672,771
Prepaid premium for purchase of United States dollars in Brazil . . . . .	43,025	14,615
Inventories — Notes A and C . . . . .	2,739,481	3,951,074
<b>Total Current Assets . . . . .</b>	<b>5,108,083</b>	<b>6,619,062</b>
<b>Fixed Assets — at cost — Note C:</b>		
Land and land improvements . . . . .	246,620	302,596
Buildings and leasehold improvements . . . . .	1,358,176	1,530,934
Machinery and equipment . . . . .	3,472,712	3,400,814
	5,077,508	5,234,344
Less: Reserves for depreciation and amortization . . . . .	2,161,510	1,867,952
	2,915,998	3,366,392
<b>Intangible Assets — at cost:</b>		
Contracts purchased and other intangibles . . . . .	1,882,552	1,868,872
Excess of investments in consolidated subsidiary companies over underlying book equities at respective acquisition dates . . . . .	1,532,140	1,589,438
	3,414,692	3,458,310
Less: Reserves for amortization . . . . .	1,307,334	1,079,913
	2,107,358	2,378,397
<b>Deferred Charges . . . . .</b>	<b>372,236</b>	<b>469,960</b>
	<b>\$10,503,675</b>	<b>\$12,833,811</b>

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The accompanying Notes to Financial Statements are an integral

## AND SUBSIDIARY COMPANIES

as at December 31, 1957 and 1956

*Liabilities*

	1957	1956
<b>Current Liabilities:</b>		
Notes payable — banks — Note C . . . . .	\$1,050,000	\$1,200,000
Accounts payable — trade . . . . .	425,677	1,087,171
Accrued expenses and sundry liabilities . . . . .	602,064	752,346
Dividends payable — Note G . . . . .	22,208	31,957
Reserve for Federal income taxes and specific contingencies — Note I . . . . .	417,007	313,420
<b>Total Current Liabilities . . . . .</b>	<b>2,516,956</b>	<b>3,384,894</b>
<b>Long Term Debt — Note C:</b>		
Notes payable — bank . . . . .	750,000	950,000
Less: Current portion included above . . . . .	300,000	200,000
	<u>450,000</u>	<u>750,000</u>
<b>Total Liabilities . . . . .</b>	<b>2,966,956</b>	<b>4,134,894</b>
<b>Capital Stock and Surplus — Notes F and G:</b>		
	<u>Shares</u>	
<b>Preferred Stock — par value \$50.00 per share:</b>		
Authorized . . . . .	<u>130,000</u>	
Issued and outstanding:		
5% Series A . . . . .	29,535.9	
3% Series B . . . . .	<u>10,000</u>	
	<u>39,535.9</u>	
	1,976,795	1,976,795
<b>Common Stock — par value \$1.00 per share:</b>		
Authorized . . . . .	<u>1,500,000</u>	
Issued and outstanding . . . . .	<u>1,053,015</u>	
	1,053,015	1,053,015
<b>Surplus:</b>		
Capital Surplus — no change during 1957 . . . . .	1,079,746	1,079,746
Earned Surplus — per accompanying consolidated statement of income and earned surplus . . . . .	3,427,163	4,589,361
	<u>7,536,719</u>	<u>8,669,117</u>
<b>General Comments — Notes D, E and I</b>	<u>\$10,503,675</u>	<u>\$12,833,811</u>

part of this statement and should be read in conjunction herewith.

# Consolidated Statement of Income and Earned Surplus

for the years ended December 31, 1957 and 1956

	1957	1956
Gross sales, less discounts, returns and allowances . . . . .	\$21,874,031	\$19,499,028
Cost of goods sold — Note H . . . . .	13,375,893	10,536,469
Gross profit . . . . .	8,498,138	8,962,559
Selling, general and administrative expenses — Note H . . . .	7,571,366	8,371,171
Freight out . . . . .	1,709,912	1,574,357
Amortization of purchased contracts . . . . .	164,888	140,419
	<u>9,446,166</u>	<u>10,085,947</u>
Other Income: *	<u>(948,028)</u>	<u>(1,123,388)</u>
Rental income — net . . . . .	62,500	21,866
Gain (loss) on sales of fixed assets — net . . . . .	30,765	(24,297)
Prior years' adjustments — net (arising principally from Internal Revenue Service examinations) . . . . .	85,246	
Royalties and other items . . . . .	<u>40,953</u>	<u>25,280</u>
	<u>219,464</u>	<u>22,849</u>
Other Deductions: *	<u>(728,544)</u>	<u>(1,100,539)</u>
Amortization of excess of investments in consolidated sub- sidiary companies over underlying book equities at respec- tive acquisition dates . . . . .	104,233	40,669
Interest — net . . . . .	97,075	15,662
Unrealized loss (gain) on conversion of foreign exchange . .	134,116	(34,476)
Miscellaneous . . . . .	<u>8,787</u>	<u>11,218</u>
	<u>344,211</u>	<u>33,073</u>
Net (loss) before Federal and foreign income taxes and specific contingencies . . . . .	<u>(1,072,775)</u>	<u>(1,133,612)</u>
Federal and foreign income taxes and specific contingencies (including, in 1957, Federal income taxes of \$175,221 relating to prior years) — net of estimated Federal income taxes refundable under carry-back provisions of the Internal Revenue Code . . . . .	45,202	(613,000)
Net (loss) . . . . .	<u>(1,117,977)</u>	<u>(520,612)</u>
Earned Surplus as at the beginning of the period . . . . .	<u>4,589,361</u>	<u>5,345,799</u>
	<u>3,471,384</u>	<u>4,825,187</u>
Dividends:		
On Preferred Stock — Note G . . . . .	44,221	29,806
On Common Stock . . . . .		<u>206,020</u>
	<u>44,221</u>	<u>235,826</u>
Earned Surplus as at the end of the period — per accompanying consolidated balance sheet . . . . .	<u>\$3,427,163</u>	<u>\$4,589,361</u>

\*1956 figures have been reclassified for comparative purposes.

The accompanying Notes to Financial Statements are an integral part of this statement and should be read in conjunction herewith.



# BT Babbitt, INC AND SUBSIDIARY COMPANIES

## NOTES

The following notes are applicable to the financial statements as at December 31, 1957, and for the year then ended. The figures as at December 31, 1956, and for the year then ended are included for comparative purposes only, and reference is made to the previously issued report for the notes applicable thereto.

### NOTE A — INVENTORIES:

Inventories are stated at the lower of average cost or market. Market represents replacement cost, or selling price less a margin of profit. Inventories consist of the following:

	1957	1956
Raw materials . . . . .	\$1,378,757	\$1,861,112
Work in process . . . . .	215,318	256,926
Finished products . . . . .	1,145,406	1,833,036
	<u>\$2,739,481</u>	<u>\$3,951,074</u>

### NOTE B — ACCOUNTS RECEIVABLE:

Accounts receivable at December 31, 1957, include \$226,591 representing the net proceeds from the sale of a plant, which were collected in January 1958.

### NOTE C — BANK LOANS:

A balance of \$750,000 owing to a bank [included in Current Liabilities] was reduced in January and February 1958 by payments aggregating \$375,000. The loan agreement relating to this debt provides, among other things, that the Company will assign to the bank upon demand, as collateral, all existing and future accounts receivable, as defined therein, of the Company and its wholly-owned domestic subsidiaries and that the Company will maintain accounts receivable at least equal to the unpaid principal amount of the loan.

There was also owing to another bank \$750,000 under a loan agreement which, as amended January 9, 1958, provides for repayment of principal, with interest at 6% per annum, as follows: \$100,000 on demand (evidenced by a separate note), \$200,000 in quarterly installments of \$50,000 each from April 1, 1958 to January 1, 1959, inclusive, and the balance of principal on April 1, 1959. The unpaid balance of the loan may be prepaid at any time without premium. The loan agreement requires the Company to maintain at all times working capital of at least \$2,000,000 and restricts, among other things, expenditures for fixed assets and alterations, creation of future mortgage and other indebtedness, and the sale or assignment of assets. The Company has agreed to deliver to the bank upon demand, as collateral: (1) a mortgage on the Company's real property, and (2) title to the Company's inventories.

### NOTE D — RETIREMENT PLAN FOR EMPLOYEES:

During the year operations were charged \$96,031, the net contribution toward the cost of benefits for 1957 under the Retirement Plan for Employees of B. T. Babbitt, Inc. and associated companies. The plan is terminable by the Company at any time.

### NOTE E — EMPLOYEES' PROFIT-SHARING PLAN:

Under the terms of a profit-sharing plan adopted by a wholly-owned subsidiary in 1954 and of the related trust agreement, the subsidiary is obligated to contribute to the trust annually an amount equal to 25% (24% if year-end bonuses are paid) of its annual consolidated net profit (based on a fiscal year ending September 30), as defined in the plan, in excess of 10% of its consolidated net worth as at the beginning of such fiscal year, but such contribution shall not exceed 15% of the aggregate compensation (exclusive of any bonuses) paid during such fiscal year to the plan's participants. The plan has been approved by the Treasury Department.

The plan and related trust agreement are terminable at the option of the subsidiary, retroactive to the beginning of the fiscal year in which the plan is terminated. In the event of such termination, each participant shall be entitled to receive amounts then remaining to his credit.

No provision for contributions to the plan has been made or is necessary for the subsidiary's fiscal year ended September 30, 1957 and for the period from that date to December 31, 1957.



# B.T. Babbitt AND SUBSIDIARY COMPANIES

## NOTE F — RESTRICTED STOCK OPTIONS:

In accordance with a restricted stock option plan approved by the stockholders of the Company on May 2, 1955, 50,000 shares of the Company's Common Stock are reserved for issuance to not more than 25 salaried officers and key employees at the discretion of the stock option committee of the Board of Directors at a price as defined in the plan. Options under the plan may be granted up to May 31, 1960, but in no event is any option exercisable after May 31, 1965. At December 31, 1956, the number of shares issuable under outstanding options granted under the plan amounted to 7,050 shares and the number of shares available for the granting of options under the plan amounted to 38,900 shares. During the year 1957, options with respect to 3,750 shares became exercisable, options were granted for the purchase of 40,000 shares under the plan, and options held by former employees for the purchase of 5,750 shares expired. Thus, at December 31, 1957, the number of shares issuable under outstanding options granted under the plan amounted to 5,050 shares and the number of shares available for the granting of options under the plan was 4,650.

The foregoing does not include options for the purchase of 30,000 shares granted in 1957 subject to approval by the stockholders during 1958 of proposed amendments to the plan.

On January 6, 1958, options were granted to two officers for the purchase of 25,000 shares subject to approval by the stockholders of proposed amendments to the plan.

There was an expiration during the year of the unexercised portion (3,800 shares) of an option granted to a former officer of the Company in 1953.

No options were exercised during the year ended December 31, 1957.

A summary of options is as follows:

### Options Outstanding As At December 31, 1957 and Options Granted in January 1958:

Year Granted	First Exercisable	Shares	Option Price		Market Price at Date Granted	
			Per Share	Total	Per Share	Total
Options granted under the plan:						
1955	1955-57	4,350	\$ 7.24375	\$ 31,510	\$ 7.625	\$ 33,169
1956	1956-58	1,000	5.996875	5,997	6.3125	6,313
1957	1958	20,000	3.859375	77,188	4.0625	81,250
1957	1958-59	20,000	3.44375	68,875	3.625	72,500
Options granted subject to approval by stockholders:						
1957	1960-62	30,000	3.44375	103,313	3.625	108,750
1958	1958-60	25,000	3.325	83,125	3.50	87,500

### Options Which Became Exercisable During Year Ended December 31, 1957:

Year Granted	Shares	Option Price		Market Price at Date Exercisable	
		Per Share	Total	Per Share	Total
1955	3,400	\$ 7.24375	\$ 24,629	\$ 4.25	\$ 14,450
1956	350	5.996875	2,099	4.375	1,531

# B.T. Ballitt AND SUBSIDIARY COMPANIES

## NOTE G — CAPITAL STOCK:

The Board of Directors is authorized to fix from time to time before issuance the designations, preferences, privileges and voting powers of the shares of each series of Preferred Stock, and the restrictions or qualifications thereof.

The Series A Preferred Stock and the Series B Preferred Stock are entitled to cumulative dividends at the rate of 5% and 3%, respectively, of the par value thereof. As at December 31, 1957, there were accumulated dividends in arrears of approximately \$37,000 applicable to the Series A Preferred Stock and \$7,500 applicable to the Series B Preferred Stock. However, on March 14, 1958, the dividend arrearages and dividends on the Series A and Series B Preferred Stock for the first quarter of 1958 were declared, payable April 1, 1958, by the Board of Directors.

The 5% Series A Preferred Stock and the 3% Series B Preferred Stock are redeemable by the Company at \$50 per share plus accrued dividends at any time fixed by resolution of the Board of Directors after August 31, 1959 and prior to September 1, 1961, provided all shares of both series are redeemed at the same time. After August 31, 1961, redemption may be in whole or in part. In the event of dissolution of the Company, the holders of such stock are entitled to receive \$50 per share plus accrued dividends.

The 5% Series A Preferred Stock is convertible at anytime into Common Stock of the Company at the basic conversion ratio of five shares of Common Stock for one share of 5% Series A Preferred Stock. The 3% Series B Preferred Stock is convertible before June 30, 1959, into Common Stock of the Company at the basic conversion ratio of 8.2 shares of Common Stock for one share of 3% Series B Preferred Stock. In each case, conversion is subject to prior redemption by the Company and the basic conversion ratio is subject to adjustment as provided in the respective stock certificates. As at December 31, 1957, 229,680 shares of authorized Common Stock were reserved for issuance upon conversion of the Series A and Series B Preferred Stocks.

Beginning May 1, 1965, and annually thereafter, the Company is required to call for redemption, as and for a Sinking Fund, a number of shares of its 5% Series A Preferred Stock and of its 3% Series B Preferred Stock. As to each series and in each case, such number shall be equal to 6% of the greatest number of such shares at any one time outstanding, less the number of shares purchased, redeemed or converted prior thereto but not previously credited to the Sinking Fund.

During the year 2,800 shares of Series A Preferred Stock which had been held in escrow pursuant to the contract relating to the acquisition in 1956 of all of the issued and outstanding capital stock of Connecticut Chemical Research Corporation were released from escrow. However, depending on the outcome of certain contingencies provided for on the books of that subsidiary, such shares, in whole or in part, may be returnable to the Company.

## NOTE H — DEPRECIATION:

Depreciation and amortization of fixed assets were charged to operations as follows:

	1957	1956
Cost of goods sold . . . . .	\$281,720	\$216,660
Selling, general and administrative expense . . . . .	108,522	89,220
Other deductions . . . . .	2,390	1,153
	<u>\$392,632</u>	<u>\$307,033</u>

# B.T. Babbitt AND SUBSIDIARY COMPANIES

## NOTE 1 — OTHER COMMENTS:

Rents payable under leases expiring after December 31, 1960, amount to approximately \$112,500 per annum.

The accompanying consolidated balance sheet includes net assets of a Brazilian subsidiary in the amount of \$332,400 (excluding inter-company accounts). Withdrawal of funds from this subsidiary is subject to prevailing monetary regulations of Brazil and the availability of dollar exchange. As at December 31, 1957, the subsidiary is contingently liable in the amount of approximately \$94,300 for receivables discounted at banks.

A wholly-owned subsidiary of the Company owns 50% of the voting securities of a Canadian corporation (not consolidated). The subsidiary's right to sell or dispose of these securities is restricted under the terms of an agreement with the other stockholders of the Canadian corporation. No cost has been assigned to this investment on the subsidiary's books and, therefore, such investment is not shown in the accompanying consolidated balance sheet. Unaudited financial statements of this unconsolidated affiliate indicate that the subsidiary's share of the accumulated earnings of the affiliate was approximately \$218,000 as at December 31, 1957, which includes its share of undistributed net income of the affiliate for the year then ended of approximately \$67,000.

The accompanying consolidated financial statements are subject to final determination of Federal, foreign, state and local taxes.

## ACCOUNTANTS' REPORT

To the Board of Directors and Stockholders

B. T. Babbitt, Inc.

New York, N. Y.

We have examined the consolidated balance sheet of B. T. Babbitt, Inc. and subsidiary companies as at December 31, 1957, and the related consolidated statement of income and earned surplus for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

The accounts of a wholly-owned foreign subsidiary company were examined by other public accountants and have been included in the accompanying consolidated balance sheet and related consolidated statement of income and earned surplus on the basis of the report of such accountants.

In our opinion, based upon our examination and the report of the aforementioned public accountants, the accompanying consolidated balance sheet and consolidated statement of income and earned surplus, together with the notes to financial statements, present fairly the consolidated financial position of B. T. Babbitt, Inc. and subsidiary companies at December 31, 1957, and the consolidated results of their operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent in all material respects with that of the preceding year.

New York, N. Y.

March 18, 1958

S. D. LEIDESDORF & CO.



### PRINCIPAL PRODUCTS OF

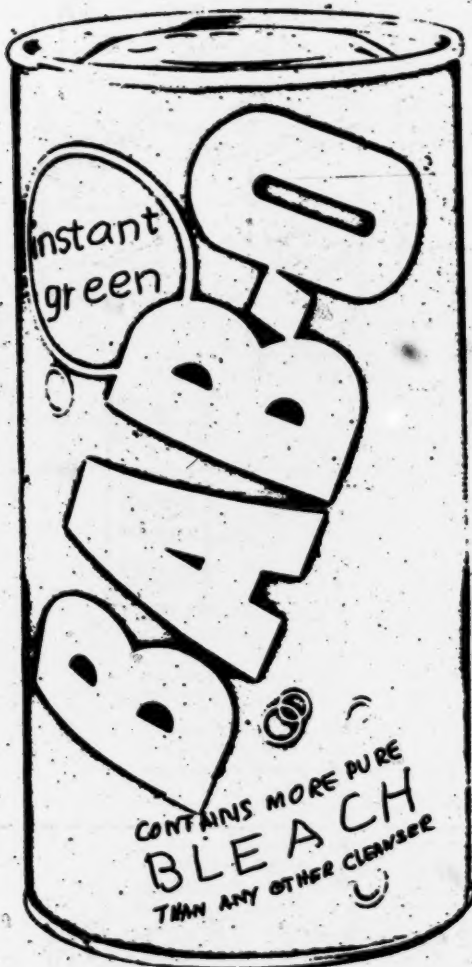
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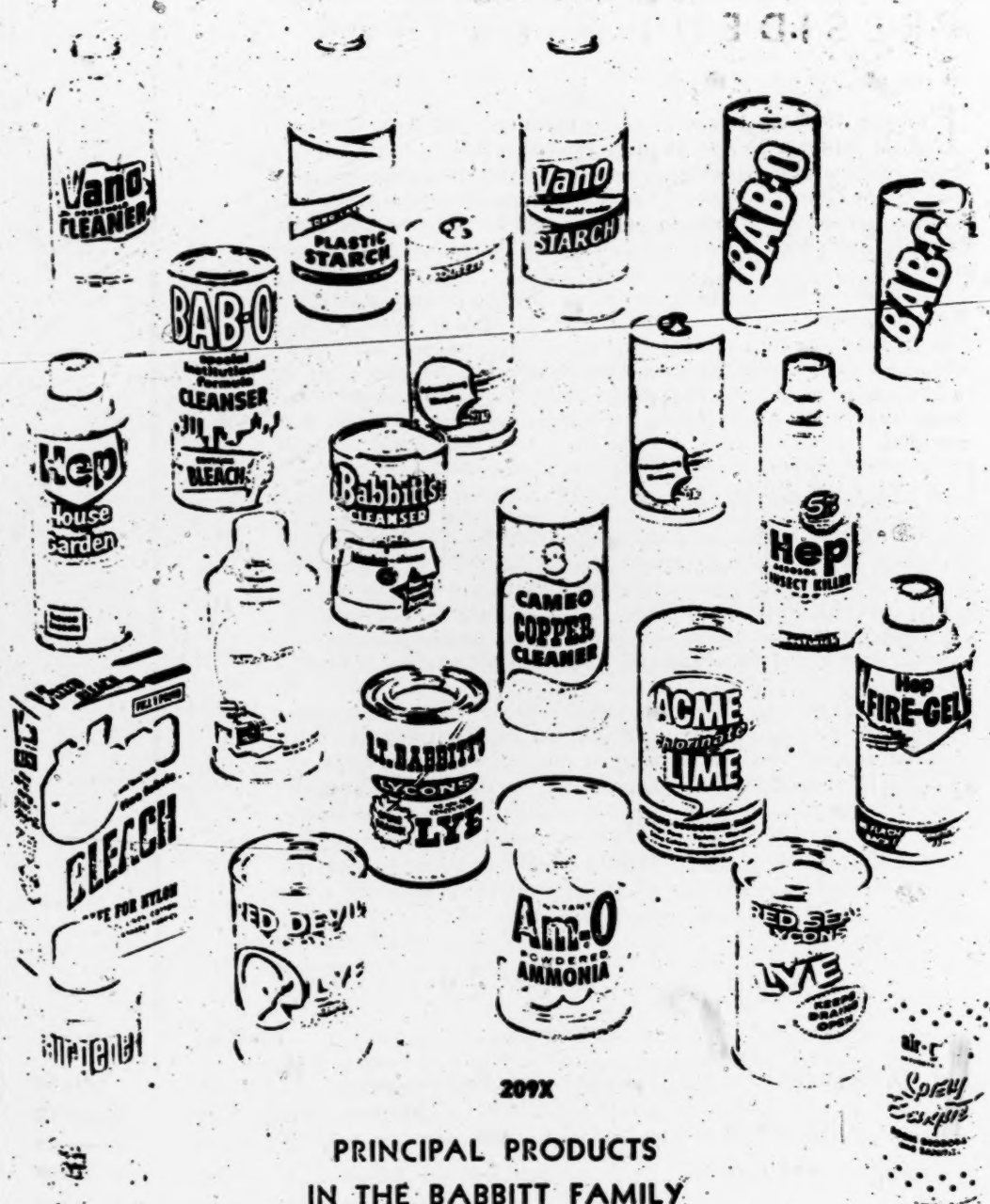
Commission's Exhibit No. 535  
1956 Annual report of B. T. Babbitt, Inc.

B.T. Babbitt INC.



FEDERAL TRADE COMMISSION  
CASE NO. 6961 EXHIBIT NO. 535  
IN THE MATTER OF Franklin & B. B. B.  
DATE 6/20/58 WITNESS He. v. B. B.  
ACE REPORTING CO., Official Reporter  
By 6-2

ANNUAL REPORT 1956



209X

PRINCIPAL PRODUCTS  
IN THE BABBITT FAMILY

## PRESIDENT'S LETTER

The year 1956 was characterized by expansion and diversification of the business. In line with the expansion program referred to in last year's annual report, your Company made two important acquisitions — Chemicals, Inc. of California, a manufacturer of household starches and other cleaning products, and Connecticut Chemical Research Corporation, a leading manufacturer and packager of aerosol products.

Complex problems arising from these acquisitions and an intensification of competition in the cleanser field combined to produce a decline in the Company's earnings and a net loss from operations. To meet this situation, the Company management has put into effect a comprehensive program, and there is already concrete evidence that the Company's earnings will return to a more satisfactory level in the year 1957.

### SALES AND EARNINGS

Net sales of Babbitt products totalled \$19,499,028 compared to net sales of \$17,160,916 in the preceding year. The 1956 figure includes sales by the acquired companies subsequent to the dates of acquisition, as well as of our Brazilian subsidiary. Net sales in 1956 were the largest in the history of the Company, although the years operations resulted in a net loss of \$520,612 in 1956 against a net profit of \$532,102 in 1955.

A number of factors contributed to this result. A major factor was the less than anticipated sales along with higher advertising and promotional expenditures due to intensive competition. Higher cost of goods was a contributing cause. Extraordinary expenses in connection with the new acquisitions were also a factor in the results of operations in 1956. Every one of these factors has been taken into account in developing the program to improve results in 1957.

CONSOLIDATED OPERATING RESULTS		1956	1955
	Shares of Common Stock Outstanding	1,053,015	1,025,797
	Net Sales	\$19,499,028	\$17,160,916
	Net Income (Loss) Before Income Taxes	(\$ 1,133,612)	\$ 1,052,429
	Income Taxes (Net Refund)	(\$ 613,000)	\$ 520,327
	Net Income (Loss)	(\$ 520,612)	\$ 532,102
	Dividends on Preferred Stock	\$ 29,806	—
210X	Common Stock Earnings (Loss) Per Share	( \$.52 )	\$.52

## CAPITAL POSITION AND STOCK OWNERSHIP

At the end of 1956 total current assets of the Company were \$6,619,062 and total current liabilities were \$3,384,894, a ratio of 1.96 to 1. Net working capital amounted to \$3,234,168 at the end of 1956 against \$3,791,898 at the end of 1955. Cash and securities were 18% of current liabilities as compared with 143% at the end of 1955. Bank loans outstanding at the end of December 1956 were \$1,950,000. Stockholders on December 31, 1956 numbered 2659. The number of shares of Common Stock outstanding increased from 1,025,797 to 1,053,015 due to the issuance of 14,898 shares in connection with the acquisition of Chemicals, Inc., the conversion of 464.1 shares of 5% Series A Preferred Stock, and issuance of 10,000 shares as a stock dividend.

## ACQUISITIONS

In August 1956 your Company acquired Chemicals, Inc., a California corporation engaged in the business of manufacturing, selling and distributing liquid household starches and other household cleaners. Chemicals, Inc. is the leading manufacturer of household starches on the west coast and confines its operations to the Western states. Several departments of the Chemicals, Inc. operation have been integrated with the Babbitt manufacturing and marketing operation at Vernon, California. The acquisition of Chemicals, Inc. strengthens the operations on the west coast and enables your Company to market a diversified line of household products in that area.

The manufacture and sale of aerosol products is one of the fastest growing industries in America. During the last ten years annual sales of aerosols have increased to over \$300,000,000.

After considerable investigation and study of this industry in September, 1956 your Company, through an exchange of stock, acquired the Connecticut Chemical Research Corporation and its subsidiaries, including Bostwick Laboratories, Inc.

The business of the Connecticut Chemical group consists of two distinct operations. The Bostwick Laboratories Division brings to your Company an established sales volume of household aerosol products marketed under its own brand names. The Connecticut Chemical Research Corporation, a leader in the development and manufacture of aerosols, packages for other companies, particularly in the drug and cosmetic fields.

## MARKETING

### BAB-O

The intensive competitive conditions in the Cleanser industry reached new peaks in 1956. Increased competitive advertising and promotion blunted the excellent progress made by Bab-O during 1955, and 1956 sales fell below the peak achieved in the previous year. Volume, however, exceeded 1954. A continuation of product innovations and



aggressive merchandising put into effect early in 1957 should strengthen Bab-O's position.

Two major product improvements were accomplished during the year 1956; namely, a completely modernized redesign of the Bab-O label provided by Raymond Loewy, the famous industrial designer, which is illustrated on the front cover of this report. In addition, the height and diameter of the can were revised to provide a slimmer, more usable and attractive size to the housewife. By the time this report is published additional improvements will have been announced with the intent of maintaining our position as a leader in product innovation and improvement.

Institutional Bab-O, introduced in the fall of 1954, continues to show remarkable growth and is now one of the leading cleansers in that highly attractive field. This product, limited for sale through institutional jobbers and janitor supply houses, is now stocked by over 2,000 such accounts across the nation. Sales of bulk Institutional Bab-O in drums as an accompanying item has also recorded major sales growth through the same outlets. Continuing Institutional Advertising through trade publications has materially assisted in the acceptance of this product in these outlets. It is also clear that with Institutional Bab-O as a leader, your Company is finding it possible to cultivate a profitable institutional business on other items, such as aerosol products and drain pipe cleaners.

#### GUM

Another marketing first for B. T. Babbitt, Inc. was developed during the spring of 1956 when a revolutionary new plastic "squeeze" type container was test-marketed. This new packaging concept, because of its many consumer advantages, received excellent acceptance and has provided the vehicle to expand Glim into national distribution. Major progress toward that goal was accomplished in 1956 and should be completed during 1957. Glim is now available in most markets in the new plastic container in both the 12-oz. Regular and 22-oz. Economy sizes. A giant 32-oz. King size is also being experimented with in selected markets. The liquid detergent market continues to be one of sensational growth and current research indicates that liquids now consist of 14% of the total packaged detergent sales, and therefore provide a sizable market potential.

#### AEROSOL PRODUCTS

Your Company is now marketing a broad line of aerosol spray products including Hep insecticides of several types, Hep Oven Cleaner, Hero Fire Extinguisher, Snow for Christmas decoration, and other items. These products are produced at the Bridgeport plant of the Company's new subsidiary, and are marketed by the Bostwick Aerosol Division.

Prior to acquisition by B. T. Babbitt, Inc. these products were distributed mainly through drug, hardware, and houseware stores, with only limited sales in the grocery trade. Through the addition of this aerosol line to the products presently sold on a national scale by the



Babbitt marketing organization, it is believed that volume can be enlarged substantially in 1957, particularly through grocery store outlets as well as through drug, hardware, and houseware channels. An intensive advertising program is planned in order to establish consumer acceptance of aerosol products.

Two new products have recently been added to the line — Air Gene Aerosol Room Deodorant and Hep Fire-Gel Charcoal Lighter. Early sales results indicate an excellent potential for these items.

#### VANO

The products of Chemicals, Inc., have been marketed primarily under the Vano label with Vano Liquid Starch, Powdered Bleach, Household Cleaner, and Dura Plastic Starch being the principal items. Vano Liquid Starch, in particular, has been intensively advertised since its introduction in 1946 and is today the leading brand on the West Coast. Your management intends to strengthen this franchise and a program is under way to increase the sale of the other products. The addition of the Vano line to our West Coast operations has already reduced shipping costs, and has provided the base for improved sales and merchandising coverage of the grocery trade in the Western States.

#### CAMEO COPPER CLEANER

The marketing plans on Cameo Copper Cleaner during 1956 called for a heavy concentration of advertising during the first six months to establish consumer acceptance and an intensified trade promotion during the second half to broaden distribution. The combination of these two moves enabled us to achieve our objectives and, at the close of the year, Cameo was the leader in the copper cleaner market. Advertising included two-color units in leading magazines and Sunday Supplements, supported by larger four-color features in behalf of specific promotions. Highlight of the year's promotional activity was a national \$30,000 consumer contest which attracted entrants from all parts of the country.

#### LYE

Sales of Lye during 1956 reversed a long term declining sales trend and enjoyed an increase over 1955 volume. Modernized labels, improved distribution in metropolitan areas, an advertising program in farm journals, and a continuing consumer premium program contributed to the increase. Your Company will continue its efforts to improve its position in the lye market.

#### AM-O

Am-O, our concept of a modern household ammonia, was placed in national distribution during 1956 after long study in a three-state test area. Am-O is the only instant powdered ammonia on the market today and has many trade and consumer advantages over the liquid product. Initial acceptance by the distributing trade has been excellent but our experience in the test areas indicated that the ammonia market is not large enough to warrant major advertising support. Consequently long range plans call for a variety of promotions designed to build gradually a profitable franchise for this product.

Commission's Exhibit No. 538A-C  
Television spot announcements, Clorox Chemical  
and Clorox Co. 1956-1958

April 23, 1958

TELEVISION SPOT ANNOUNCEMENTS

Page 1

City	TV Station	Clorox Chemical Co.			The Clorox Company		
		July 22, 1956 to Dec. 31, 1956		Jan. 1, 1957 to July 31, 1957		Aug. 1, 1957 to Mar. 31, 1958	
		20-sec.	Min.	Total	20-sec.	Min.	Total
Abilene, Tex.	KRBC-TV	--	--	--	--	134	134
Albuquerque, N. Mex.	KOB-TV	--	--	--	--	208	208
Amarillo, Tex.	KFDA-TV	--	--	--	--	58	58
	KRBC-TV	--	--	--	--	76	76
Asheville, N. Car.	WLOS-TV	--	--	--	--	207	207
Atlanta, Ga.	WAGA-TV	13	--	13	55	83	138
	WBTV-TV	51	34	85	--	--	--
Austin, Tex.	KRBC-TV	--	--	--	--	135	135
Baltimore, Md.	WBAL-TV	51	34	85	77	61	138
	WBTV-TV	85	--	85	139	--	139
Beaumont, Tex.	KFTM-TV	--	--	--	--	--	135
Bellingham, Wash.	KVOB-TV	--	148	148	10	100	110
Birmingham, Ala.	WABT-TV	--	--	--	20	10	30
	WBTV-TV	170	--	170	125	125	250
Boston, Mass.	WBAC-TV	168	--	168	138	138	276
Buffalo, N. Y.	WGR-TV	46	51	97	--	142	142
Charleston, S. C.	WCBS-TV	--	--	--	7	14	21
Charlotte, N. C.	WBTV-TV	101	--	101	83	82	165
Chattanooga, Tenn.	WHP-TV	--	--	--	--	--	--
Chicago, Ill.	WBBM-TV	--	--	--	96	65	161
	WBTV-TV	153	85	238	145	117	262
Cincinnati, Ohio	WBTV-TV	--	--	--	56	82	138
	WLAT-TV	100	--	100	--	--	--
Cleveland, Ohio	KW-TV	74	56	130	109	95	204
	WBTV-TV	--	80	80	--	--	--
	WJW-TV	7	--	7	70	70	140
Columbia, S. C.	WIS-TV	82	33	115	11	11	22
Columbus, Ohio	WBTV-TV	64	--	64	10	5	15
	WJXC-TV	--	--	--	135	69	204
Corpus Christi, Tex.	KRIS-TV	--	--	--	--	--	--
Dallas, Tex.	WFAA-TV	--	--	--	11	10	21
Davenport, Ia.	WDFW-TV	--	--	--	248	83	331
Denver, Colo.	KLE-TV	70	29	99	--	--	--
	KDA-TV	--	--	--	111	55	166
Des Moines, Ia.	KRBT-TV	64	34	98	56	83	139
Detroit, Mich.	WJBL-TV	55	51	106	--	--	--
	WJTV-TV	22	--	22	84	82	166
El Paso, Tex.	KROO-TV	--	--	--	--	--	--
	KTEM-TV	--	--	--	--	37	37

214X

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April 23, 1958

## TELEVISION SPOT ANNOUNCEMENTS

CX 538P)

City	TV Station	Clorox Chemical Co.			The Clorox Company		
		July 22, 1956 to Dec. 31, 1956		Jan. 1, 1957 to July 31, 1957		Aug. 1, 1957 to Mar. 31, 1958	
		20-sec.	Min.	Total	20-sec.	Min.	Total
Erie, Penn.	WECU-TV	--	--	--	--	226	226
Evansville, Ind.	WVLE-TV	--	--	--	--	216	216
Ft. Worth, Tex.	WRAP-TV	--	--	--	--	58	58
Galveston, Tex.	KHUL-TV	84	--	84	111	55	166
Greenville, S.C.	WNET-TV	--	--	--	6	12	18
Hartlingen, Tex.	KROV-TV	--	--	--	--	46	46
Houston, Tex.	KHSC-TV	30	78	108	110	55	165
Huntington, W. Va.	WHAZ-TV	31	13	64	--	--	--
Indianapolis, Ind.	WISH-TV	47	34	81	27	137	164
Jackson, Miss.	WJBE-TV	81	4	85	--	118	118
	WJTV-TV	--	--	--	--	20	20
Jacksonville, Fla.	WJBE-TV	--	101	101	84	81	165
Kansas City, Mo.	KSD-TV	97	69	166	161	114	275
	WDAF-TV	75	--	75	138	--	138
Los Angeles, Cal.	KHKT-TV	158	26	184	249	82	331
	KHCA-TV	--	--	--	--	--	--
	KSTV-TV	--	--	--	--	--	--
Little Rock, Ark.	KARK-TV	141	14	155	--	--	--
Louisville, Ky.	WAVE-TV	34	34	68	--	125	125
	WLAS-TV	15	--	15	--	--	--
Lubbock, Tex.	KLUD-TV	--	--	--	275	275	--
Memphis, Tenn.	WMC-TV	30	55	85	55	83	138
Miami, Fla.	WCTV-TV	--	--	--	--	33	33
	WTVJ-TV	33	17	50	55	55	110
Midland, Tex.	KHSD-TV	--	--	--	--	77	77
Milwaukee, Wisc.	WISN-TV	--	--	--	--	121	90
New Orleans, La.	WDSU-TV	47	34	81	82	55	137
New York, N. Y.	WCBS-TV	--	--	--	27	9	36
	WCA-TV	187	68	255	222	123	345
Norfolk, Va.	WZLW-TV	85	--	85	138	--	138
Odessa, Tex.	KDRA-TV	--	--	--	--	58	58
Oklahoma City, Okla.	KSTV-TV	36	12	48	--	--	--
	KFY-TV	104	26	130	135	141	276
Omaha, Nebr.	KOM-TV	64	--	64	27	56	83
Peoria, Ill.	WEEK-TV	64	34	98	55	82	137
	WTVH-TV	13	--	13	--	--	--
Philadelphia, Pa.	WCAU-TV	--	--	--	276	55	331
	WPCV-TV	148	55	203	--	--	--
Phoenix, Ariz.	KDOL-TV	--	--	--	11	11	22
Pittsburgh, Pa.	KDKA-TV	82	34	116	55	82	137
Portland, Ore.	KODN-TV	153	--	153	138	69	207
	KPTV-TV	--	--	--	70	28	98



April 23, 1958

## TELEVISION SPOT ANNOUNCEMENTS

Page 3

CX 538 (C)

City	TV Station	Clorox Chemical Co.			The Clorox Company		
		July 22, 1956 to Dec. 31, 1956		Jan. 1, 1957 to July 31, 1957		Aug. 1, 1957 to Mar. 31, 1958	
		20-sec.	Min. Total	20-sec.	Min. Total	20-sec.	Min. Total
Raleigh, N. C.	WRAI-TV	--	--	--	136	136	--
	WTVB-TV	85	--	85	--	--	--
Roanoke, Va.	WHLA-TV	--	--	10	11	21	104
Rochester, N.Y.	WRCC-TV	--	--	83	146	229	104
St. Louis, Mo.	KSD -TV	140	--	140	58	59	117
	KWK -TV	13	--	13	16	24	40
Salt Lake City, Utah	KSL -TV	96	47	145	112	83	195
	KUTV-TV	--	--	--	--	--	75
							121
San Angelo, Tex.	KSTV-TV	--	--	--	--	--	134
San Antonio, Tex.	WOAI-TV	--	--	7	16	23	31
San Francisco, Cal.	KGO -TV	2	--	2	--	--	--
	KPIX-TV	--	--	194	138	332	217
	KRON-TV	87	119	206	--	--	138
Schenectady, N.Y.	WROC-TV	--	--	19	3	22	195
Scranton, Pa.	WDAU-TV	--	--	11	10	21	104
Seattle, Wash.	KING-TV	--	26	26	--	--	--
	KING-TV	85	--	85	138	138	276
Shreveport, La.	KING-TV	--	--	--	11	10	21
Spokane, Wash.	KRQ -TV	--	--	--	--	--	70
	KREM-TV	26	65	74	--	--	57
	KRLY-TV	26	63	69	--	--	--
Syracuse, N. Y.	WHEH-TV	--	--	--	192	138	330
	WWEH-TV	119	85	204	--	--	--
Tacoma, Wash.	KSTP-TV	34	51	85	--	--	--
Tampa, Fla.	WFLA-TV	--	--	--	109	96	165
	WTVT-TV	64	51	115	--	--	--
Temple, Tex.	KHNS-TV	--	--	--	--	--	62
Tucson, Ariz.	KFOA-TV	--	--	--	--	18	18
Tulsa, Okla.	KVOO-TV	--	--	--	7	13	20
Waco, Tex.	KPEL-TV	--	--	--	--	--	76
Washington, D.C.	WNC -TV	--	--	--	7	10	118
	WTOP-TV	87	34	101	32	16	48
Wheeling, W. Va.	WTFB-TV	--	--	--	--	--	--
Wichita, Kans.	KAKE-TV	--	--	--	--	--	64
	KARD-TV	--	--	--	82	83	165
	KVTH-TV	53	32	85	--	--	--
Wichita Falls, Tex.	KWKH-TV	--	--	--	--	--	76
	KSYD-TV	--	--	--	--	--	58
Wilmington, N.C.	WWPD-TV	98	--	98	--	--	--
Youngstown, Ohio	WPAJ-TV	--	--	--	--	--	134

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Commission's Exhibit No. 571A-D  
Nielsen Trend Table 4 and 5—abrasive cleansers

1955-56	TOTAL ABRASIVE CLEANSERS	COMET			AJAX	
		REGULAR	GIANT	TOTAL	REGULAR	GIANT
DEC-JAN	\$7672 100%				\$2940 38.3%	\$1306 17.0%
FEB-MAR	7582 100				2950 38.9	1173 15.5
APR-MAY	7534 100				2860 38.0	1149 15.3
JUN-JUL	7734 100				3062 39.6	1243 16.1
AUG-SEP	8143 100	\$ 20 0.2%	\$ 7 0.1%	\$ 27 0.3%	3213 39.5	1319 16.2
OCT-NOV	8238 100	110 1.3	51 0.6	151 1.9	3076 37.3	1331 16.1
<u>1956-57</u>						
DEC-JAN	\$8228 100%	\$736 9.7%	\$309 3.7%	\$1105 13.4%	\$2672 32.5%	\$1278 15.6%
FEB-MAR	8439 100	1486 17.6	526 6.2	2012 23.8	2408 28.6	1203 14.2
APR-MAY	8865 100	1680 18.9	586 6.6	2266 25.5	2502 28.2	1176 13.3
JUN-JUL	8780 100	1630 18.6	705 8.0	2335 26.6	2344 26.7	1265 14.4
AUG-SEP	9486 100	1844 19.4	915 9.7	2359 29.1	2567 27.0	1284 13.6
OCT-NOV	9392 100	1984 21.1	1034 11.0	3018 32.1	2499 26.6	1166 12.4
<u>1957-58</u>						
DEC-JAN	\$9175 100%	\$1988 21.7%	\$1162 12.6%	\$3150 34.3%	\$2203 24.0%	\$1235 13.5%
FEB-MAR	9294 100	2215 23.8	1178 12.7	3393 36.5	2267 24.4	1164 12.5

TREND TABLE 4

## ABRASIVE CLEANSERS

## CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

## AT COST PRICE TO CONSUMER

FEDERAL TRADE COMMISSION

DOCKET NO. 69-1 COMMISSION EXHIBIT NO. 571A

IN THE MATTER OF *Le. Proctor & Gamble Co.*D. E. *8/13/58* WITNESS *Smith*

ACE REPORTING CO., Official Reporter

By *Robert P. Rosenberg**Comm 571-2*

AJAX			BAB-O			BLUE BUTCH			CAMEO			ALL OTHERS
REGULAR	GIANT	TOTAL	REGULAR	GIANT	TOTAL	REGULAR	GIANT	TOTAL	WITH BLEACH	OLD STYLE	TOTAL	
\$2940 38.3%	\$1306 17.0%	\$4246 55.3%	\$1313 17.1%	\$641 8.4%	\$1954 25.5%	\$624 8.1%	\$ 34 0.5%	\$658 8.6%				\$814 10.8%
2950 38.9	1173 15.5	4123 54.4	1292 17.1	655 8.6	1947 25.7	631 8.3	60 0.8	691 9.1				821 10.8
2880 38.0	1149 15.3	4009 53.3	1288 17.1	648 8.6	1936 25.7	669 8.9	104 1.4	773 10.3				806 10.7
3062 39.6	1243 16.1	4305 55.7	1293 16.7	573 7.4	1866 24.1	654 8.5	120 1.5	774 10.0				788 10.2
3213 39.5	1319 16.2	4532 55.7	1302 16.0	590 7.2	1892 23.2	780 9.6	130 1.6	910 11.2				782 9.6
3076 37.3	1331 16.1	4407 53.4	1325 16.1	582 6.7	1877 22.8	872 10.6	117 1.4	989 12.0	NOT SEGREGATED			804 9.8
\$2672 32.5%	\$1278 15.6%	\$3950 48.1%	\$1135 13.8%	\$458 5.5%	\$1593 19.3%	\$747 9.1%	\$144 1.8%	\$891 10.9%	\$ 19 0.2%	\$ 18 0.2%	\$ 37 0.4%	\$548 7.3%
2408 28.6	1203 14.2	3611 42.8	1029 12.2	440 5.2	1469 17.4	593 7.1	115 1.3	708 8.4	17 0.2	12 0.2	29 0.4	610 7.2
2502 28.2	1176 13.3	3678 41.5	1100 12.4	496 5.6	1596 18.0	517 5.8	119 1.4	636 7.2	15 0.2	11 0.1	26 0.3	663 7.5
2344 26.7	1265 14.4	3609 41.1	1071 12.2	475 5.4	1546 17.6	491 5.6	111 1.3	602 6.9	9 0.1	11 0.1	20 0.2	668 7.6
2567 27.0	1284 15.6	3851 40.6	1050 11.2	435 4.5	1495 15.7	483 5.1	166 1.8	649 6.9	NOT SEGREGATED			732 7.7
2499 26.6	1166 12.4	3665 39.0	975 10.4	434 4.6	1409 15.0	417 4.5	162 1.7	579 6.2				721 7.7
\$2203 24.0%	\$1235 13.5%	\$3438 37.5%	\$ 914 10.0%	\$444 4.8%	\$1358 14.8%	\$387 4.2%	\$140 1.5%	\$527 5.7%				\$702 7.7%
2267 24.4	1164 12.5	3431 36.9	875 9.4	392 4.2	1267 13.6	401 4.4	147 1.5	548 5.9				656 7.1



## TREND TABLE 5

## ABRASIVE CLEANSERS

## CONSUMER SALES - BY ITEM

	TOTAL ABRASIVE CLEANSERS	CONET			AJAX			REGULAR PACKAGE SIZE EQUIVALENT BASIS (000)			TOTAL
		REGULAR	GIANT	TOTAL	REGULAR	GIANT	TOTAL	REGULAR	GIANT	TOTAL	
<b>1955-56</b>											
DEC-JAN	64844 100%				22932 35.3%	12311 19.0%	35243 54.3%	10209 15.7%	5948 9.2%	16157	
FEB-MAR	65373 100				24857 38.0	10533 16.1	35390 54.1	10014 15.3	6125 9.4	16139	
APR-MAY	65018 100				24043 37.0	9931 15.3	33974 52.3	10133 15.5	6535 10.1	16668	
JUN-JUL	65411 100				24733 37.8	10775 16.5	35508 54.3	10124 15.5	5328 8.2	15452	
AUG-SEP	67436 100	147 0.2%	48 0.1%	195 0.3%	23148 37.3	11178 16.6	36326 53.9	10077 14.9	5201 7.7	15278	
OCT-NOV	68819 100	748 1.1	356 0.5	1104 1.6	23653 34.4	11240 16.3	34893 50.7	11202 16.3	4727 6.9	15929	
<b>1956-57</b>											
DEC-JAN	67662 100%	5417 8.0%	2169 3.2%	7586 11.2%	20514 30.3%	11254 16.7%	31768 47.0%	9835 14.5%	3893 5.8%	13728	
FEB-MAR	67385 100	10156 15.1	3648 5.4	13804 20.5	19018 28.2	10807 16.0	29825 44.2	8148 12.1	3520 5.3	11668	
APR-MAY	70974 100	11874 16.7	4086 5.8	15960 22.5	20257 28.5	10285 14.5	30542 43.0	8846 12.5	4298 6.0	13144	
JUN-JUL	70777 100	11572 16.4	5194 7.3	16766 23.7	18643 26.3	11515 16.3	30158 42.6	8974 12.7	4193 5.9	13167	
AUG-SEP	74708 100	12054 16.7	6885 9.2	19339 25.9	20274 27.1	11290 15.1	31564 42.2	8893 11.9	3524 4.7	12417	
OCT-NOV	73857 100	13117 17.8	7851 10.4	20768 28.2	20634 28.1	10072 13.7	30706 41.8	7905 10.8	3487 4.7	11392	
<b>1957-58</b>											
DEC-JAN	71910 100%	13184 18.4%	8845 12.4%	22029 30.8%	17316 24.2%	11195 15.7%	28511 39.9%	7292 10.2%	3697 5.2%	10989	
FEB-MAR	67588 100	14590 21.6	8492 12.6	23082 34.2	16806 24.6	8887 13.1	25493 37.7	6439 9.5	2997 4.4	9436	



TREND TABLE 5

## ABRASIVE CLEANSERS

## CONSUMER SALES - BY ITEM

ConnEx 571, 60

FEDERAL TRADE COMMISSION  
DOCKET NO. 6/01 COMMISSION EXHIBIT NO. 521A

REGULAR PACKAGE SIZE EQUIVALENT BASIS  
(000)

AJAX			BAB-O			BLUE DUTCH			CAMEO			ALL OTHERS
REGULAR	GIANT	TOTAL	REGULAR	GIANT	TOTAL	REGULAR	GIANT	TOTAL	WITH BLEACH	OLD STYLE	TOTAL	
32 35.3%	12311 19.0%	35243 54.3%	10209 15.7%	5948 9.2%	16157 24.9%	5901 9.1%	357 0.6%	6258 9.7%				7186 11.1%
57 38.0	10533 16.1	35390 54.1	10014 15.3	6125 9.4	16139 24.7	5965 9.1	637 1.0	6602 10.1				7242 11.1
43 37.0	9931 15.3	33974 52.3	10133 15.5	6535 10.1	16668 25.6	6361 9.8	1090 1.7	7451 11.5				6925 10.6
33 37.8	10775 16.5	35508 54.3	10124 15.5	5328 8.2	15452 23.7	6358 9.7	1325 2.0	7683 11.7				6768 10.3
48 37.3	11178 16.6	36326 53.9	10077 14.9	5201 7.7	15278 22.6	7500 11.1	1385 2.1	8885 13.2				6732 10.0
33 34.4	11240 16.3	34893 50.7	11202 16.3	4727 6.9	15929 23.2	8581 12.4	1296 1.9	9877 14.3	NOT SEGREGATED			7016 10.2
44 30.3%	11254 16.7%	31768 47.0%	9835 14.5%	3893 5.8%	13728 20.3%	7288 10.7%	1498 2.2%	8786 12.9%	128 0.2%	134 0.2%	262 0.4%	5832 8.2%
8 28.2	10807 16.0	29825 44.2	8148 12.1	3520 5.3	11668 17.4	5566 8.2	1196 1.8	6762 10.0	112 0.2	91 0.1	203 0.3	5129 7.6
7 28.5	10285 14.5	30542 43.0	8846 12.5	4298 6.0	13144 18.5	4595 6.5	1247 1.8	5842 8.3	101 0.1	78 0.1	179 0.2	5307 7.5
3 26.3	11515 16.3	30158 42.6	8974 12.7	4193 5.9	13167 18.6	4338 6.1	1127 1.6	5465 7.7	61 0.1	62 0.1	143 0.2	5078 7.2
4 27.1	11290 15.1	31564 42.2	8893 11.9	3524 4.7	12417 16.6	4212 5.7	1671 2.2	5883 7.9	NOT SEGREGATED			5905 7.4
4 28.1	10072 13.7	30786 41.8	7905 10.8	3487 4.7	11392 15.5	3637 4.9	1620 2.2	5257 7.1				5434 7.4
6 24.2%	11195 15.7%	28511 39.9%	7292 10.2%	3697 5.2%	10989 15.4%	3337 4.6%	1422 2.0%	4759 6.6%				5222 7.3%
6 24.6	8887 13.1	25493 37.7	6439 9.5	2997 4.4	9436 13.9	3307 4.9	1402 2.1	4709 7.0				4868 7.2

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FEDERAL TRADE COMMISSION  
DOCKET NO. 6701 COMMISSION EXHIBIT NO. 571 C

TABLE 4  
ABRASIVE CLEANSERS - WFI  
CONSUMER SALES - BY ITEM  
DOLLAR BASIS AT COST PRICE TO CONSUMER  
FEBRUARY-MARCH 1958

	TOTAL ABRASIVE CLEANSERS	REGULAR	COMET GIANT	TOTAL	REGULAR	MAX GIANT	TOTAL	REGULAR	BAB-O GIANT	TOTAL	REGULAR	BLUE DUTCH GIANT	TOTAL	ALL-OTHER
TOTAL UNITED STATES . . . . .	9,294,377	2,214,570	1,178,538	3,393,108	2,266,850	1,163,996	3,430,846	874,629	392,031	1,266,660	400,920	147,635	548,555	835,309
BY TERRITORIES	100.0	23.8	12.7	36.5	24.4	12.5	36.9	9.4	4.2	13.6	4.4	1.5	5.9	7.1
NEW ENGLAND . . . . .	583,021	125,817	44,056	169,873	140,110	70,993	211,103	80,360	28,381	109,741	39,866	10,747	50,613	42,891
METRO NEW YORK . . . . .	1,258,669	235,428	140,736	376,164	404,117	178,690	582,807	111,524	57,876	169,400	17,660	5,404	23,064	107,234
MIDDLE ATLANTIC . . . . .	1,178,649	291,034	145,757	436,791	304,694	171,322	476,016	109,735	36,562	146,297	38,561	7,511	46,072	71,483
EAST CENTRAL . . . . .	1,518,382	404,643	232,542	637,185	351,685	188,102	540,777	122,649	63,029	185,678	79,980	19,844	99,824	55,618
METRO CHICAGO . . . . .	500,925	125,636	88,917	213,553	98,845	44,118	132,963	41,813	20,278	61,291	12,868	95	12,963	80,156
WEST CENTRAL . . . . .	1,085,682	305,160	150,910	457,070	223,753	116,375	340,128	103,379	46,707	150,086	47,878	18,017	65,895	72,513
SOUTHEAST . . . . .	1,005,674	254,570	90,987	345,507	295,968	98,019	393,987	111,300	42,073	153,373	63,770	17,624	81,394	31,413
SOUTHWEST . . . . .	766,057	180,080	99,295	279,375	156,773	107,462	264,235	101,609	54,410	156,019	27,721	12,097	39,818	27,210
PACIFIC . . . . .	1,398,807	290,202	187,388	477,590	300,705	188,725	489,430	92,859	42,725	135,584	72,616	36,296	108,912	166,991
BY COUNTRY SIZES														
CLASS A - METRO N. Y. AND CHGO.	1,789,995	362,064	227,853	589,917	492,982	222,808	715,770	152,537	78,154	230,691	30,528	5,499	36,027	187,380
REMAINING A . . . . .	2,651,701	625,788	383,704	979,532	637,767	373,419	1,011,186	211,506	96,930	308,436	114,523	57,606	172,129	180,398
CLASS B . . . . .	2,593,766	617,781	291,165	908,946	611,871	331,350	943,221	274,465	119,007	393,472	136,421	51,140	187,561	160,386
CLASS C . . . . .	1,443,732	381,820	195,306	577,035	327,898	156,666	484,564	147,434	58,603	206,037	74,386	22,382	96,768	79,348
CLASS D . . . . .	848,583	227,138	110,720	337,858	196,352	79,653	276,005	88,686	39,337	128,023	45,062	11,008	56,070	47,807
BY STORE TYPES														
CHAINS . . . . .	4,909,468	1,149,371	698,329	1,847,700	1,047,457	698,495	1,745,952	449,690	232,476	702,166	193,254	80,694	273,948	341,732
INDEPENDENTS . . . . .	4,384,909	1,065,199	480,209	1,545,308	1,219,393	465,401	1,684,794	424,938	159,555	564,403	207,666	66,941	274,607	313,577
BY STORE SIZES														
-INDEPENDENT STORES ONLY-														
SUPER LARGE - OVER \$300 M. . .	1,355,478	338,323	221,845	560,168	337,080	195,838	532,918	132,374	73,577	205,951	78,017	38,759	111,776	124,885
LARGE - \$100 M TO \$300 M. . . .	1,360,268	319,214	157,168	476,382	354,354	155,381	509,735	141,760	41,214	182,974	69,437	24,494	93,931	97,046
MEDIUM - \$50 M TO \$100 M. . . .	780,016	201,097	83,108	284,205	248,701	86,721	334,422	73,265	16,297	89,562	31,384	3,003	34,387	47,472
SMALL - UNDER \$50 M. . . . .	718,917	185,365	40,090	225,455	279,258	48,261	327,519	77,539	8,467	86,006	30,858	3,485	34,343	44,384



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TABLE 5  
 ABRASIVE CLEANSERS - NF1  
 CONSUMER SALES - BY ITEM  
 REGULAR PACKAGE SIZE EQUIVALENT BASIS  
 FEBRUARY-MARCH 1958

FEDERAL TRADE COMMISSION  
 PET NO. 6201 COMMISSION EXHIBIT NO. 571P

	TOTAL ABRASIVE CLEANSERS	REGULAR	COJET- GIANT	TOTAL	REGULAR	COJET- GIANT	TOTAL	REGULAR	COJET- GIANT	TOTAL	REGULAR	COJET- GIANT	TOTAL	ALL-OTHER
TOTAL														
UNITED STATES . . . . .	67,589,009	14,589,600	8,492,347	23,081,947	16,606,300	8,886,750	25,493,050	6,438,800	2,997,000	9,435,800	3,307,400	1,401,672	4,709,072	4,668,200
	100.0	21.6	12.6	34.2	24.6	13.1	37.7	9.5	4.4	13.9	4.9	2.1	7.0	7.2
BY TERRITORIES														
NEW ENGLAND . . . . .	4,273,205	848,000	320,811	1,168,811	1,043,300	326,380	1,369,680	572,600	213,900	786,500	332,900	110,944	443,844	304,400
	100.0	19.8	7.6	27.4	24.4	12.3	36.7	13.4	5.0	18.4	7.9	2.6	10.4	7.1
METRO NEW YORK . . . . .	9,276,226	1,590,600	1,015,261	2,605,861	2,976,200	1,376,400	4,352,600	843,800	437,950	1,281,650	153,800	54,215	208,015	828,100
	100.0	17.1	11.0	28.1	32.1	14.8	46.9	9.1	4.7	13.8	4.7	0.8	2.3	8.9
MIDDLE ATLANTIC . . . . .	8,813,473	1,963,100	1,089,932	3,053,032	2,252,600	1,292,400	3,545,000	824,600	278,700	1,103,300	318,500	70,241	388,741	545,400
	100.0	22.8	12.4	35.2	26.2	15.0	41.2	9.5	3.3	12.8	3.7	0.8	4.5	6.3
EAST CENTRAL . . . . .	10,947,991	2,641,300	1,663,485	4,304,785	2,369,000	1,469,800	4,028,800	908,100	465,450	1,373,550	664,900	192,956	857,856	383,300
	100.0	24.1	15.2	39.3	23.5	13.3	36.8	8.3	4.3	12.6	6.0	1.8	7.8	3.5
METRO CHICAGO . . . . .	3,708,889	847,000	625,496	1,472,496	667,100	347,850	1,014,950	272,800	145,200	418,000	108,800	943	107,743	693,700
	100.0	22.9	16.9	39.7	18.0	9.4	27.4	7.4	3.9	11.3	2.9	-	2.9	18.7
WEST CENTRAL . . . . .	7,690,668	2,003,200	1,084,674	3,087,874	1,643,500	918,600	2,562,100	760,600	350,580	1,111,180	409,800	172,544	582,344	547,300
	100.0	25.4	13.7	39.1	20.9	11.6	32.5	9.6	4.5	14.1	5.2	2.2	7.4	6.9
SOUTHEAST . . . . .	7,284,928	1,677,600	657,593	2,335,193	2,142,900	751,650	2,894,550	813,600	341,700	1,155,300	322,700	169,085	691,785	208,100
	100.0	23.0	9.1	32.1	29.4	10.3	39.7	11.2	4.8	15.8	7.2	2.3	9.5	2.9
SOUTHWEST . . . . .	5,636,433	1,176,800	734,689	1,911,589	1,151,500	624,380	1,976,080	778,400	441,750	1,220,150	221,200	108,544	329,744	199,100
	100.0	20.9	13.0	33.9	20.4	14.7	35.1	13.8	7.8	21.4	3.9	2.0	5.9	3.5
PACIFIC . . . . .	9,936,086	1,841,900	1,320,406	3,162,306	2,160,200	1,389,150	3,549,350	664,300	321,900	986,200	576,800	322,500	1,099,300	1,158,900
	100.0	18.5	13.3	31.8	21.7	13.9	35.6	6.7	3.2	9.9	5.8	5.3	11.1	11.6
BY COUNTY SIZES														
CLASS A- METRO N. Y. AND CHGO.	12,083,115	2,437,600	1,640,737	4,078,337	3,643,300	1,724,250	5,367,550	1,116,600	583,050	1,699,650	260,600	58,158	315,758	1,321,800
	100.0	18.8	12.6	31.4	28.1	13.3	41.4	8.6	4.4	13.0	2.1	0.4	2.5	11.7
REMAINING A . . . . .	19,317,216	4,132,100	2,546,886	6,677,086	4,704,000	2,827,050	7,531,050	1,351,700	736,600	2,288,300	942,800	548,230	1,491,030	1,329,700
	100.0	21.4	13.2	34.6	24.3	14.7	39.0	8.0	3.8	11.8	4.9	2.8	7.7	6.9
CLASS B . . . . .	18,849,010	4,077,100	2,105,618	6,182,718	4,459,000	2,510,250	6,969,250	2,042,000	919,800	2,961,800	1,125,100	483,842	1,608,942	1,125,300
	100.0	21.6	11.2	32.8	23.7	13.3	37.0	10.8	4.9	15.7	6.0	2.5	8.5	6.6
CLASS C . . . . .	10,438,321	2,497,100	1,403,643	3,900,743	2,394,100	1,210,350	3,604,450	1,075,700	458,100	1,533,800	610,800	214,028	824,828	564,500
	100.0	23.9	13.5	37.4	23.0	11.6	34.6	10.3	4.4	14.7	5.8	2.1	7.9	5.4
CLASS D . . . . .	6,010,407	1,445,700	787,343	2,233,043	1,405,900	614,850	2,020,750	652,800	299,400	952,200	368,100	100,414	468,514	325,900
	100.0	24.1	13.2	37.3	23.4	10.2	33.6	10.9	5.0	15.9	6.1	1.7	7.8	5.4
BY STORE TYPES														
CHAINS . . . . .	36,086,885	7,742,400	5,008,884	12,751,284	7,787,400	5,188,500	12,975,900	3,319,100	1,919,100	5,238,200	1,626,500	785,571	2,422,071	2,679,400
	100.0	21.5	13.9	35.4	21.5	14.4	35.9	9.2	5.4	14.6	4.5	2.2	6.7	7.4
INDEPENDENTS . . . . .	31,521,214	6,847,200	3,483,463	10,330,663	8,818,900	3,698,250	12,517,150	3,119,700	1,077,900	4,197,600	1,680,900	606,101	2,287,001	2,188,800
	100.0	21.7	11.1	32.8	28.0	11.7	39.7	9.9	3.4	13.3	5.3	2.0	7.3	6.9
BY STORE SIZES														
INDEPENDENT STORES ONLY-														
SUPER LARGE - OVER \$300 M. . . .	11,443,748	2,377,400	1,627,706	4,005,106	2,510,200	1,527,300	4,037,500	990,400	582,600	1,573,000	626,700	323,242	949,942	878,300
	100.0	20.8	14.2	35.0	21.9	13.4	35.3	8.6	5.1	13.7	5.5	2.8	8.3	7.7
LARGE - \$100 M TO \$300 M. . . .	9,796,380	2,048,100	1,117,387	3,165,487	2,570,300	1,249,800	3,820,100	1,039,100	307,050	1,346,150	589,000	223,143	782,143	672,500
	100.0	20.9	11.4	32.3	26.3	12.7	39.0	10.6	3.1	13.7	5.9	2.2	8.1	6.9
MEDIUM - \$50 M TO \$100 M. . . .	5,285,672	1,272,800	483,650	1,756,450	1,769,700	531,450	2,301,150	532,300	122,700	655,000	250,100	25,772	275,872	327,300
	100.0	24.1	8.6	32.7	33.4	10.1	43.5	10.1	2.3	12.4	4.7	0.5	5.2	6.2
SMALL - UNDER \$50 M. . . . .	4,995,414	1,148,900	284,720	1,433,620	1,968,780	389,700	2,358,480	557,900	65,550	623,450	235,100	33,944	269,044	310,900
	100.0	23.0	5.7	28.7	39.4	7.8	47.2	11.2	1.3	12.5	4.7	0.7	5.4	6.2



Commission's Exhibit No. 575  
Procter's television programs as of May 1, 1958

CX 575

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PROCTER + GAMBLE TELEVISION PROGRAMS AS OF MAY 1, 1958

PROGRAM	NETWORK	LENGTH	BROADCAST TIME	SPONSORING BRANDS
DAY TIME				
TREASURE HUNT	NBC	30 MINS.	10:30 AM MON-FRI.	* CHEER
TIL TAC DOUGH	NBC	30 MINS.	12:00 N. MON-FRI.	* DREFT, CRISCO, COMET
LOVE OF LIFE	CBS	30 MINS.	12:00 N. MON-FRI.	* FLUFFO
SEARCH FOR TOMORROW	CBS	15 MINS.	12:30 P.M. MON-FRI.	JOY, SPIC, SPAN, OXYDOL
GUIDING LIGHT	CBS	15 MINS.	12:45 P.M. MON-FRI.	NORY, DUZ, DUNCAN HINS
IT COULD BE YOU	NBC	30 MINS.	12:30 P.M. MON-FRI.	* OXYDOL
AS THE WORLD TURNS	CBS	30 MINS.	1:30 P.M. MON-FRI.	* MARY FRANKS, CAMMY, COMET
MATINEE	NBC	60 MINS.	3:00 P.M. MON-FRI.	* IVORY SNOW, LAVA, GLEEM
BRIGHTER DAY	CBS	15 MINS.	4:00 PM MON-FRI.	CHEER, CRISCO, GLEEM
EDGE OF NIGHT	CBS	30 MINS.	4:30 PM MON-FRI.	* TIDE, ZEST
QUEEN FOR A DAY	NBC	45 MINS.	4:00 PM MON-FRI.	* DASH IVORY SNOW, GLEEM
COMEDY TIME	NBC	30 MINS.	5:00 PM MON-FRI.	* BIG TOP
NIGHTTIME				
LORETTA YOUNG	NBC	30 MINS.	10:00 PM - SUNDAY	TIDE, CAMMY, GLEEM
SUSPICION	NBC	60 MINS.	10:00 PM - MONDAY	* ZEST, PRELL, JOY
WYATT EARP	ABC	30 MINS.	8:30 PM - TUESDAY	* GLEEM, DRENE
ADVENTURES OF MCGRAW	NBC	30 MINS.	9:00 PM - TUESDAY	HILT, TIDE, PRELL, GLEEM
THIS IS YOUR LIFE	NBC	30 MINS.	10:00 PM - WEDNESDAY	IVORY, CREST, PRELL, PACE
PHIL SILVERS	CBS	30 MINS.	9:00 PM - FRIDAY	* JOY, PACE
THE LINE UP	CBS	30 MINS.	10:00 P.M. - FRIDAY	* CHEER
FEDERAL TRADE COMMISSION				
DOCKET NO. 6901 COMMISSION EXHIBIT NO. 575				
IN THE MATTER OF Procter & Gamble Co.				
OTHER MANUFACTURERS) ALSO DATE 7/1/58 WITNESS 4231				
AGE REPORTING CO., Official Reporter				
By [Signature]				

225X

\* DENIES JOINT SPONSORSHIP WITH OTHER MANUFACTURERS)



Commission's Exhibit No. 622A-B  
Nielsen Trend Table 4—toilet soap

TREND TABLE 4 (SHEET 1 OF 2)

TOILET SOAP

COMBINED SALES - BY ITEM - DOLLAR BASIS (000)

AT COST PRICE TO CONSUMER

1956	TOTAL ALL ITEMS	REGULAR					LUX		TOTAL REGULAR	BATH	TOTAL	LIFEBUOY (OLD & NEW COMBINED)			PAMOLIVE		TOTAL
		PINK	BLUE	YELLOW	GREEN	TOTAL	WHITE	WHITE				REGULAR	BATH	TOTAL	REGULAR	BATH	
JAN-JUN	\$28485 100%								\$2282 8.0%	\$1593 5.9%	\$3875 13.0%	\$1216 4.3%	\$1298 4.4%	\$2514 8.7%	\$1288 4.3%	\$1237 4.3%	\$2525 8.6%
AUG-SEP	29422 100								2156 7.3	1802 6.1	3952 13.4	1206 4.1	1312 4.5	2518 8.6	1229 4.2	1348 4.5	2577 8.7
OCT-NOV	29039 100								1968 6.8	1908 6.2	3776 13.0	1031 3.5	1177 4.1	2208 7.6	1079 3.7	1321 4.6	2400 8.3
1956-57																	
DEC-JAN	\$23888 100%								\$ 883 7.3%	\$ 139 6.0%	\$3422 13.3%	\$ 817 3.2%	\$ 989 3.7%	\$1736 6.9%	\$ 981 3.8%	\$1082 4.2%	\$2803 8.0%
FEB-MAR	28389 100	NOT SEGREGATED							2535 9.5	1332 4.9	3837 14.4	807 3.1	923 3.4	1730 6.5	942 3.6	1023 3.6	1965 7.4
APR-MAY	25688 100	845 2.2%	\$522 1.8%	\$487 1.6%	\$478 1.7%	\$2134 7.3%	\$1257 4.3%		3423 11.5	1251 4.2	4650 17.8	777 2.6	936 3.2	1713 5.8	965 3.2	998 3.4	1963 6.6
JUN-JUL	34188 100	806 2.4	813 1.8	561 1.6	568 1.6	2548 7.4	1293 3.8		3433 11.2	1278 3.8	5111 15.0	900 2.6	1178 3.4	2078 6.0	1086 3.0	1891 3.2	2117 6.2
AUG-SEP	36206 100	800 2.2	603 1.7	541 1.5	547 1.5	2491 6.9	1149 3.2		3641 11.1	1213 3.3	4853 13.4	974 2.7	1325 3.6	2299 6.3	1163 3.3	1892 3.0	2285 6.3
OCT-NOV	33797 100	724 2.1	514 1.5	46 1.1	452 1.4	2155 6.4	1226 3.3		3172 9.4	SEE BELOW		852 2.5	1117 3.3	1969 5.8	1322 3.9	1113 3.0	2332 6.9

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1957	BATH					LUX		TOTAL BATH	TOTAL COLORED	TOTAL WHITE	TOTAL LUX
	COLORED					WHITE					
	PINK	BLUE	YELLOW	GREEN	TOTAL						
AUG-SEP	NOT MARKETING										
OCT-NOV	\$ 66 2.2%	\$ 41 1.5	\$ 34 1.5	\$ 37 1.5	\$178 6.7%	\$1,04 3.2%	\$1,240 3.7%	\$2325 6.9%	\$2091 6.2%	\$4418 13.1%	

TABLE 4 (SHEET 1 OF 2)

TOILET SOAP

COMBINED SALES - BY ITEM - DOLLAR BASIS (000)

AT COST PRICE TO CONSUMER

ITEM	TOTAL		BATH	TOTAL	LIFEBUOY (OLD & NEW COMBINED)			REGULAR	PALMOLIVE		IVORY PERSONAL SIZE	PINK CREAM			WHITE CREAM			PINK & WHITE CREAM COMBINED		
	REGULAR				REGULAR	BATH	TOTAL		REGULAR	BATH	TOTAL	REGULAR	BATH	TOTAL	REGULAR	BATH	TOTAL	REGULAR	BATH	TOTAL
WHITE	\$2282 8.05	\$1593 5.38		\$3875 13.43	\$1216 4.35	\$1259 4.45	\$2475 8.80	\$1288 4.35	\$1237 4.35	\$2525 8.70	\$2989 10.45	NOT MARKED			\$1333 4.75	\$1029 3.45	\$2362 8.20			
	2156 7.3	1802 6.1		3958 13.4	1206 4.1	1312 4.5	2518 8.6	1229 4.2	1348 4.5	2577 8.7	2909 9.9	\$ 101 0.45	\$ 81 0.45	\$ 182 0.90	1226 4.1	994 3.4	2220 7.5			
	1948 6.8	1908 6.2		3856 13.0	1031 3.5	1177 4.1	2208 7.6	1079 3.7	1321 4.6	2400 8.3	2833 9.7	1203 4.2	923 3.1	2126 7.3	716 2.5	788 2.4	1404 4.9			
																		\$2402 8.35		
																		3388 12.2		
	\$ 883 7.35	\$ 139 6.05		\$1022 13.40	\$ 817 3.25	\$ 959 3.75	\$1776 6.95	\$ 981 3.85	\$1082 4.25	\$2063 8.05	\$2993 11.35	\$1333 5.85	\$1224 4.65	\$2557 10.45	\$ 277 1.05	\$ 284 1.15	\$ 561 2.20			
	2335 9.5	1342 4.9		3677 14.4	807 3.1	923 3.4	1730 6.5	942 3.6	1023 3.8	1965 7.4	2813 10.6	1889 6.4	1258 4.7	3147 11.1	123 0.5	148 0.5	271 1.0			
4.36	3439 11.5	125 4.2		3564 15.7	777 2.6	936 3.2	1713 5.8	965 3.2	998 3.4	1963 6.6	3119 10.5	1859 6.2	1280 4.4	3139 10.6	104 0.3	100 0.3	204 0.6	\$1943 6.35	\$1388 4.75	\$3331 11.1
3.8	3633 11.2	1278 3.8		4911 15.0	900 2.8	1178 3.4	2078 6.2	1086 3.8	1897 3.2	2117 6.2	3880 10.6	1838 5.3	1398 4.1	3236 9.4	91 0.3	78 0.2	169 0.5	1927 5.8	1488 4.3	\$3415 10.1
3.2	3844 11.1	1213 3.3		5057 14.4	974 2.7	1321 3.6	2295 6.3	1143 3.3	1842 3.0	2255 6.3	3845 10.8	1838 5.1	1515 4.2	3353 9.3	81 0.2	67 0.2	148 0.4	1918 5.3	1581 4.4	\$3499 9.7
3.0	417 9.4	5 0.0		422 9.4	852 2.5	1117 3.3	1969 5.8	1322 3.9	1613 3.3	2335 6.9	3359 9.9	1955 5.8	1358 4.0	3313 9.8	85 0.2	40 0.1	125 0.3	2020 6.0	1398 4.1	\$3418 10.1

ITEM	BATH		TOTAL	LUX		TOTAL	TOTAL	TOTAL
	REGULAR			REGULAR				
COLORED								
GREEN								
WHITE								
NETED								
15	\$ 37 0.15	\$176 0.55	\$1.04 3.25	\$1240 3.75	\$2325 6.95	\$2091 6.25	\$4416 13.15	

6901  
 IN THE CITY OF PROCTOR & GAMBLE COMPANY  
 DATE 8/26/58 WITHIN  
 By all  
 622A  
 Official Reporter



TABLE 4 (SHEET 2 OF 2)

TOILET SOAP

CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT COST PRICE TO CONSUMER

6901

1956	REGULAR	WOODBURY BATH	TOTAL	REGULAR	SHEPHEART BATH	TOTAL	REGULAR	CAMPBELL BOWNET BATH	TOTAL	REGULAR	DOVE BATH	TOTAL	REGULAR	DIAL BATH	TOTAL	REGULAR	SA
JAN-JUN	8307 1.85	8547 2.35	\$1154 4.15	8329 2.95	8518 2.25	\$1457 5.15	8 982 3.35	8 880 3.05	\$1862 6.35				83332 11.85	\$1912 6.85	\$3214 18.45		
AUG-SEP	689 2.2	689 2.2	1308 4.4	617 2.6	576 2.0	1398 4.6	1005 3.6	921 3.1	1926 6.7	NOT SEGREGATED			3316 11.3	1923 6.5	\$239 17.8		
OCT-NOV	686 2.4	583 1.9	1249 4.3	798 2.8	643 2.2	1438 5.0	907 3.1	832 2.9	1739 6.0	8333 1.95	8242 0.85	8 778 2.75	2987 10.3	1740 6.0	4727 16.3		
1956-57																	
DEC-JAN	8394 2.45	8327 2.05	\$1121 4.45	8575 2.45	8363 2.25	\$1238 4.65	8 787 3.05	8 731 2.95	\$1498 5.95	8478 1.85	8286 1.15	8 764 2.95	\$2590 10.15	\$1479 5.85	\$4089 15.95		NOT SEGREGATED
FEB-MAR	538 2.0	489 1.9	1037 3.9	726 2.6	614 2.3	1340 5.1	692 2.6	701 2.6	1393 5.2	772 2.9	563 2.1	1340 5.0	2641 10.0	1525 5.7	4166 15.7	8300 1.15	8298 1.15
APR-MAY	462 1.7	491 1.6	953 3.3	785 2.7	679 2.3	1464 5.0	709 2.3	691 2.4	1400 4.7	1282 4.3	976 3.3	2256 7.6	1353 4.5	2319 7.8	3672 12.3	785 2.7	833 2.7
JUN-JUL	478 1.4	550 1.6	1028 3.0	748 2.2	615 1.8	1363 4.0	739 2.1	717 2.1	1456 4.2	1451 4.3	1188 3.4	2639 7.7	1717 5.1	2910 8.5	4627 13.6	1294 3.6	1448 4.0
AUG-SEP	434 1.2	554 1.5	988 2.7	729 2.0	599 1.7	1319 3.7	802 2.2	832 2.3	1634 4.5	1738 4.8	1515 4.2	3245 9.0	1748 4.8	2904 8.0	4652 12.8	1785 4.9	1883 5.0
OCT-NOV	426 1.3	504 1.5	930 2.8	628 1.9	558 1.6	1186 3.5	704 2.1	735 2.2	1439 4.3	1834 5.5	1556 4.6	3390 10.1	1890 5.6	2500 7.4	4390 13.0	1322 4.5	1633 4.5

B-2

TABLE 4 (SHEET 2 OF 2)

TOILET SOAP

CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT COST PRICE TO CONSUMER

6901

622B

CAMPBELL'S BOURBON			DOVE			DIAL			TEST			LAWA			ALL OTHERS
REGULAR	BATH	TOTAL	REGULAR	BATH	TOTAL	REGULAR	BATH	TOTAL	REGULAR	BATH	TOTAL	MEDIUM	LARGE	TOTAL	
982 3.35	8 880 3.05	81882 6.35				83302 11.05	81912 6.05	83214 18.45				81027 3.05	8370 1.35	81397 4.95	83196 11.35
1088 3.6	821 3.1	1986 6.7	NOT SEGREGATED			3316 11.3	1923 6.5	5239 17.8				1088 3.7	426 1.5	1509 5.2	3629 12.3
907 3.1	832 2.9	1739 6.0	8333 1.95	8242 0.85	8 775 2.75	2987 10.3	1740 6.0	4727 16.3				898 3.1	383 1.3	1279 4.4	3086 10.5
787 3.05	8 731 2.95	8 468 5.95	8478 1.85	8286 1.15	8 764 2.95	82980 10.15	81479 5.85	84059 15.95	NOT SEGREGATED			8 671 2.05	8272 1.05	8 943 3.05	82833 10.35
888 2.6	701 2.6	1389 5.2	777 2.9	563 2.1	1340 5.0	2841 10.0	1525 5.7	4166 15.7	8300 1.15	8298 1.35	8598 2.35	807 2.2	245 1.0	832 3.2	2298 8.6
709 2.3	891 2.4	1400 4.7	1282 4.3	976 3.3	2258 7.6	1353 4.5	2319 7.8	3672 12.3	795 2.7	833 2.8	1628 5.5	828 2.8	324 1.1	1152 3.9	2334 7.8
739 2.1	717 2.1	1456 4.2	1451 4.3	1188 3.4	2639 7.7	1717 5.1	2918 8.5	4635 13.6	1294 3.8	1445 4.2	2739 8.0	988 2.8	405 1.2	1370 4.0	2862 7.8
802 2.2	832 2.3	1634 4.5	1738 4.8	1515 4.2	3253 9.0	1748 4.8	2904 8.0	4652 12.8	1785 4.9	1883 5.2	3668 10.1	1022 2.8	426 1.2	1448 4.0	2723 7.5
704 2.1	735 2.2	1439 4.3	1834 5.5	1538 4.8	3372 10.1	1890 5.6	2300 7.4	4190 13.0	1522 4.5	1633 4.8	3155 9.3	820 2.4	354 1.1	1174 3.5	2819 7.7



Commission's Exhibit No. 624A-B  
Nielsen Trend Table 5—shortening and lard

TREND TABLE 5  
SHORTENING AND LARD  
CONSUMER SALES - BY ITEM  
POUND BASIS (000)

1955	TOTAL ALL ITEMS	SPRY			CRISCO				FLUFB			SNO-DRIFT	JEWEL	MRS. TUCKER	SWIFTING	ALL-OTHER SHORTENINGS (EXCL. OILS)	REMAINING LARD (PACKAGE AND BULK)	
		1 LB.	OTHER SIZES	TOTAL	1 LB.	3 LB.	6 LB.	TOTAL	1 LB.	3 LB.	TOTAL							
FEB-MAR	185332 100%	2938 1.0%	13108 7.1%	16046 8.7%	9105 4.9%	38111 20.3%	1572 0.8%	48848 25.3%	650 0.4%	1300 3.4%	1950 3.8%	6124 3.3%	4308 2.3%	6742 3.7%	4413 2.4%	20457 11.0%	71354 38.3%	
APR-MAY	186225 100	2867 1.5	13895 7.5	16762 9.0	8872 4.8	3994 19.1	1668 0.9	40580 25.8	688 0.4	7151 3.8	7834 4.2	7743 4.2	4544 2.4	6479 3.5	4042 2.2	21041 11.8	72304 38.7	
JUN-JUL	194614 100	2511 1.3	11805 6.1	14316 7.4	8809 4.5	34737 17.1	1392 0.7	44638 22.9	1399 0.7	13621 7.0	14980 7.7	6158 3.2	4618 2.4	7020 3.6	3004 1.6	18178 9.4	81102 41.6	
AUG-SEP	199918 100	2702 1.4	11686 5.8	14388 7.2	8852 4.4	34547 17.1	1422 0.7	44821 22.4	1807 0.9	11858 6.0	13685 6.9	6236 3.1	5080 2.5	5986 3.0	4252 2.1	20811 10.4	84673 42.4	
OCT-NOV	210940 100	2671 1.2	14833 6.5	16784 7.7	9103 4.2	38136 18.1	1538 0.7	48777 22.9	2235 1.1	17408 8.0	19644 9.1	6476 3.0	4858 2.2	6732 3.1	4203 2.0	22519 10.3	88227 39.7	
1955-56																		
DEC-JAN	184809 100%	2356 1.3%	11780 6.3%	14136 7.6%	8792 4.8%	36357 19.3%	1349 .7%	46498 25.2%	3370 1.3%	15634 8.3%	18004 9.6%	7819 4.2%	3562 1.9%	5291 2.9%	4403 2.4%	19010 10.2%	66086 35.8%	
FEB-MAR	170980 100	2148 1.3	10848 5.8	12997 7.1	8827 5.1	33710 19.7	1048 0.6	43382 25.4	2197 1.3	14816 8.5	16813 9.8	5767 3.4	4104 2.4	4488 2.6	4997 2.7	19881 11.2	60571 35.4	
APR-MAY	171771 100	2118 1.2	8481 4.9	10519 6.1	3543 5.1	33889 19.3	148 0.7	43364 25.3	2881 1.2	11241 6.5	13222 7.7	5788 3.4	3087 2.9	4449 2.6	5610 3.3	18878 10.9	64830 37.8	
JUN-JUL	172235 100	COMBINED			COMB. WITH 3 LB.				COMBINED			12885 7.0	6099 3.5	NOT SEC.	4985 2.9	NOT SEC.	32408 18.8	67166 39.8
AUG-SEP	188188 100			12167 6.4		40488 21.4	1124 0.6	41887 22.0			14088 7.4	7141 3.8		4852 2.5		33127 17.5	78408 48.4	
OCT-NOV	208897 100			13787 6.6		48192 21.3	1084 0.5	49346 22.0			14088 6.7	540 3.2		5023 2.3		40354 19.3	88816 48.0	

231X

6901  
8/26/57  
Procter & Gamble Company  
Ings. Official Register  
By [Signature]  
624A

FEDERAL TRADE COMMISSION  
 Report No. 6401  
 Exhibit No. 624B

TREND TABLE 5  
 SHORTENING AND LARD  
 CONSUMER SALES - BY ITEM  
 POUND BASIS (000)

A-2

1956	TOTAL ALL ITEMS	SPRY	1 AND 3 LB. COMBINED	CRISCO 5 LB.	TOTAL	FLUFFO ALL SIZES	SNOWDRIFT ALL SIZES	MRS. TUCKER ALL SIZES	ALL-OTHER SHORTENINGS (INCL. WHIRL, LIQUID JEWEL & INSTANT SPRY)	TOTAL LARD
JUN-JUL	172235 100%	10430 6.1%	38104 22.1%	1018 0.6%	39122 22.7%	12085 7.0%	6059 3.5%	4965 2.9%	32408 18.8%	67166 39.0%
AUG-SEP	192442 100	12887 6.6	41031 21.4	1064 0.5	42095 21.9	14639 7.6	7599 4.0	4901 2.5	34513 18.0	73808 39.4
OCT-NOV	209907 100	13757 6.6	48192 21.5	1054 0.5	49246 22.0	14089 6.7	6540 3.2	5023 2.3	40354 19.2	83918 40.0
1956-57										
DEC-JAN	185996 100%	11911 6.4%	45933 24.7%	1061 0.6%	46994 25.3%	12756 6.8%	6553 3.6%	4903 2.6%	36811 19.8%	86068 35.3%
FEB-MAR	177983 100	11634 6.5	39942 22.5	935 0.5	40877 23.0	11195 6.3	8085 4.5	4998 2.8	38328 21.5	62866 35.4
APR-MAY	183644 100	11488 6.2	41285 22.5	894 0.5	42179 23.0	10293 5.6	9138 5.0	5056 2.7	34886 19.0	70624 38.5
JUN-JUL	183646 100	9624 5.2	41932 22.8	904 0.5	42836 23.3	10177 5.5	8210 4.5	5279 2.9	33732 18.4	73788 40.2
AUG-SEP	205202 100	9635 4.7	40925 22.9	1064 0.5	41989 23.4	13861 6.7	7819 3.7	NOT SEC.	35902 17.5	83012 40.5
OCT-NOV	218744 100	12769 5.8	51729 23.7	1009 0.4	52738 24.1	13350 6.2	8291 2.8		39108 17.9	87120 39.8
1957-58										
DEC-JAN	200086 100%	12181 6.1%	51040 25.5%	1028 0.5%	52068 26.0%	11849 5.9%	7556 3.8%		34990 17.5%	74760 37.4%

233X

1957	SWIFTNING ALL SIZES
JUN-JUL	NOT SEC.
AUG-SEP	7188 3.5%
OCT-NOV	7408 3.4
1957-58	



Commission's Exhibit No. 625A-E  
Nielsen Trend Table 4—package detergents

TREND TABLE 4 - SUPPLEMENTARY (SHEET)

PACKAGE DETERGENTS

CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT NORMAL COST TO CONSUMER

HEAVY DUTY HIGH SUDS SYNTHETICS

1955-56	TOTAL ALL ITEMS	16 LBS. 1 QZ.	KING SIZE	GIANT	LARGE	SMALL	TOTAL	KING 32 QZ.	GIANT	LARGE	SMALL	TOTAL	GIANT	LARGE	SMALL
DEC-JAN	\$107639 100%	\$410 0.46	\$2020 1.06	\$11563 10.06	\$12550 11.06	\$550 0.36	\$27099 25.16		\$4333 4.36	\$6043 5.06	\$ 38 -	\$10631 9.96	\$1437 1.36	\$1766 1.76	\$ 8 -
FEB-MAR	107977 100	551 0.5	2277 2.1	10773 9.9	11781 10.9	501 0.5	25883 23.9		4039 3.8	5008 5.1	35 -	9602 8.9	2072 1.8	2415 2.2	5 0.16
APR-MAY	114447 100	477 0.4	2466 2.1	11219 9.8	12907 11.0	612 0.6	27381 23.9	\$ 14 -	4539 4.0	5668 4.9	65 0.16	10286 9.0	2241 2.0	2797 2.4	5 -
JUN-JUL	118263 100	515 0.5	2534 2.1	11795 10.0	13273 11.2	691 0.6	28848 24.4	418 0.46	4414 3.7	6217 5.3	65 -	11114 9.4	2326 2.0	2738 2.3	8 -
AUG-SEP	124666 100	573 0.5	3945 3.2	12101 9.7	13273 10.6	657 0.5	30546 24.5	1018 0.8	4343 3.5	6375 5.1	63 0.1	11799 9.5	2436 1.9	2843 2.3	4 -
OCT-NOV	125086 100	645 0.5	3421 2.8	12302 9.8	13240 10.6	562 0.4	30170 24.1	1023 0.8	4647 3.8	6034 4.8	52 -	11756 9.4	2486 2.0	2865 2.3	3 -
1956-57															
DEC-JAN	\$117836 100%	\$682 0.68	\$3195 2.76	\$11425 9.76	\$12589 10.76	\$559 0.48	\$28450 24.16	\$1092 1.06	\$4361 3.76	\$5945 5.06	\$ 53 0.16	\$11451 9.86	\$2272 2.06	\$2482 2.16	\$ 3 -
FEB-MAR	118694 100	797 0.6	3113 2.7	11694 9.8	11971 10.1	524 0.4	28096 23.5	387 0.9	4285 3.6	5652 4.7	47 0.1	10971 9.3	2083 1.7	2233 1.9	1 -
APR-MAY	125003 100	813 0.6	3230 2.6	12545 10.7	12486 10.3	607 0.5	29658 23.7	1031 0.8	4368 3.5	6171 4.9	51 0.1	11821 9.3	2512 2.0	2635 2.1	1 -
JUN-JUL	129377 100	843 0.7	3376 2.8	12753 10.1	12583 9.9	645 0.5	30254 25.2	1121 0.9	5017 3.9	6384 4.6	73 0.1	12275 9.7	2548 2.3	2737 2.2	1 -
AUG-SEP	132819 100	907 0.7	4166 3.2	11641 8.9	14517 10.9	673 0.5	32134 24.2	1383 0.8	5049 3.8	6476 4.9	73 0.1	12681 9.6	2611 2.0	2862 2.1	2 -
OCT-NOV	136547 100	1134 0.8	3711 2.7	12578 9.2	13235 9.7	527 0.5	31255 22.9	1366 0.8	4676 3.4	6207 4.5	82 0.1	12321 8.8	2883 2.1	3112 2.2	5 -

235X

1956	20 QZ.
OCT-NOV	NOT
1956-57	
DEC-JAN	\$ 161 0.16
FEB-MAR	641 0.5
APR-MAY	1053 0.8
JUN-JUL	1332 1.1
AUG-SEP	1404 1.0
OCT-NOV	1330 0.9

625A  
Pract. - Lumber Co  
DATE 8/26/58  
my sales  
ing Co. office Reps

## TREND TABLE 4 - SUPPLEMENTARY (SHEET 1 OF 5)

## PACKAGE DETERGENTS

## CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

## AT NORMAL COST TO CONSUMER

## HEAVY DUTY HIGH SUDS - SYNTHETICS

SMALL	TOTAL	KING 92 OZ.	KING				KING				16 LBS. 1 OZ.	KING SIZE	FAB				KING BLUE		
			GIANT	LARGE	SMALL	TOTAL	GIANT	LARGE	SMALL	TOTAL			GIANT	LARGE	SMALL	TOTAL	GIANT	LARGE	TOTAL
0 0.35	\$27099 25.15		\$4533 4.35	\$6043 5.05	\$ 58 -	\$10631 9.95	\$1437 1.35	\$1766 1.75	\$ 8 -	\$3211 3.05		\$401 0.35	\$3323 3.15	\$4886 4.05	\$129 0.15	\$8729 8.15	\$187 1.75	\$2119 2.05	\$3940 3.75
1 1.5	25883 23.9		4079 3.8	5008 5.1	35 -	9602 8.9	2972 1.8	2415 2.2	5 0.15	4492 4.1		514 0.5	2059 2.4	4968 4.6	128 0.1	8289 7.6	3430 2.3	1771 1.7	4301 4.0
2 0.6	27381 23.3	\$ 14	4539 4.0	5068 4.9	65 0.15	10286 9.0	2241 2.0	2797 2.4	5 -	5043 4.4	\$ 2 -	602 0.5	3285 2.8	4393 3.9	120 0.1	8388 7.3	1728 1.5	1981 1.7	3894 3.2
3 0.6	28848 24.4	418 0.48	4414 3.7	4217 5.3	65 -	11114 9.4	2326 2.0	2738 2.3	8 -	5072 4.3	11 -	754 0.7	3291 2.7	4518 3.9	153 0.1	8727 7.4	1729 1.4	2541 2.2	4290 3.6
7 0.5	30546 24.5	1018 0.8	4343 3.5	4375 5.1	63 0.1	11799 9.5	2436 1.9	2843 2.3	4 -	5283 4.2	16 -	701 0.6	3020 2.4	4431 3.6	130 0.1	8298 6.7	1829 1.5	2277 1.8	4086 3.3
2 0.4	30170 24.1	1023 0.7	4447 3.8	6034 4.8	52 -	11756 9.4	2486 2.0	2865 2.3	3 -	5334 4.3	16 -	470 0.4	3085 2.5	4380 3.5	118 0.1	8079 6.5	2484 1.9	1975 1.6	4459 3.9
9 3.45	\$28454 24.15	\$1392 1.05	\$4381 3.75	\$5945 5.05	\$ 53 0.15	\$11451 9.85	\$2272 2.05	\$2432 2.35	\$ 3 -	\$4757 4.15	\$ 10 -	\$377 0.35	\$2643 2.25	\$3886 3.35	\$111 0.15	\$7027 5.95	\$1781 1.95	\$1910 1.85	\$3671 3.15
4 3.4	28096 23.5	387 0.9	4285 3.6	5652 4.7	47 0.1	10971 9.3	2083 1.7	2233 1.9	1 -	4317 3.6	8 -	373 0.3	2670 2.3	3844 3.2	134 0.1	6999 5.9	1710 1.4	1859 1.6	3573 3.0
7 0.5	29858 23.7	1031 0.8	4368 3.5	6171 4.9	51 0.1	11821 9.3	2512 2.0	2635 2.1	1 -	5148 4.1	8 -	368 0.3	2884 2.3	4068 3.3	112 0.1	7440 6.0	2022 1.8	1985 1.6	4010 3.2
4 3.5	30254 23.8	1131 0.9	5017 3.9	6384 4.6	73 0.1	12275 9.7	2548 2.0	2737 2.2	1 -	5322 4.2	6 -	357 0.3	2800 2.2	4084 3.2	110 0.1	7399 5.8	1899 1.5	2035 1.6	3940 3.1
73 3.5	32134 24.2	1383 0.8	5049 3.8	6476 4.9	73 0.1	12681 9.6	2611 2.0	2882 2.1	2 -	5503 4.1	7 -	408 0.3	2565 1.9	4474 3.4	129 0.1	7583 5.7	2152 1.5	2103 1.6	4272 3.2
27 3.5	31255 22.9	1386 0.8	4676 3.4	6207 4.5	82 0.1	12321 9.6	2683 2.1	3012 2.2	5 -	5924 4.3	9 -	591 0.5	2656 1.9	4545 3.3	162 0.2	7963 5.9	238 1.5	2731 1.4	4384 2.9

1956	BLUE OCT DIZ			TOTAL	KING BLUE MEDIUM	KING BLUE MEDIUM
	20 OZ.	49.25 OZ.				
OCT-NOV	NOT MARKED				NOT MKTD.	
1956-57						
DEC-JAN	\$ 161 0.15	\$ 40		\$ 141 0.15	\$	
FEB-MAR	641 0.5	301 0.35		942 0.5	1	
APR-MAY	1053 0.8	556 0.5		1609 1.3	3	
JUN-JUL	1332 1.1	757 0.5		2129 1.7	6	
AUG-SEP	1404 1.0	907 0.7		2311 1.7	7	
OCT-NOV	7330 0.9	843 0.7		2173 1.6	2	

KING  
BLUE  
MEDIUM  
83.75 OZ.

NET MKTD.



TEND TABLE 4 - SUPPLEMENTARY. (SHEET 2 OF 5)

## PACKAGE DETERGENTS

CONSUMER SALES - BY ITEM - DOLLAR BASIS (\$000)

AT NORMAL COST TO CONSUMER

FEDERAL

1961

1958-59	HEAVY DUTY HIGH SUDSER SYNTHETICS SURF											BLUE SILVER DUST				FLUFFY				DASH				HEAVY					
	BREEZE			GIANT			LARGE			TOTAL			GIANT			LARGE			TOTAL			GIANT			LARGE			TOTAL	
1958-59	KING 65 OZ.	GIANT	LARGE	TOTAL	GIANT	LARGE	TOTAL	KING	GIANT	LARGE	TOTAL	KING	GIANT	LARGE	TOTAL	GIANT 66.50 AND 61.50 OZ.	REGULAR 27 OZ.	TOTAL	20 LBS. 1 OZ.	9 LBS. 13 OZ. (INCL. 12 LBS. AND 61.50 OZ.)	25 OZ.	TOTAL							
DEC-JAN	-	\$1410 1.3%	\$1802 1.7%	\$3212 3.0%	\$1323 1.3%	\$1469 1.3%	\$2792 2.6%	-	\$635 0.6%	\$1037 1.0%	\$1672 1.0%	-	\$635 0.6%	\$1037 1.0%	\$1672 1.0%	\$ 41 -	\$ 70 0.1%	\$111 0.1%	\$ 82 0.1%	\$ 503 0.4%	\$ 710 0.7%	\$1295							
FEB-MAR	-	1421 1.3	1753 1.6	3174 2.9	1003 0.9	1504 1.4	2507 2.3	-	668 0.6	1082 1.0	1750 1.6	-	668 0.6	1082 1.0	1750 1.6	23 0.1%	99 -	82 0.1	182 0.2	821 0.8	1030 0.9	2033							
APR-MAY	\$ 9 -	1440 1.3	1786 1.5	3226 2.8	1173 1.0	1531 1.4	2704 2.4	-	892 0.8	1091 1.0	1983 1.8	-	892 0.8	1091 1.0	1983 1.8	8 -	30 -	38 -	251 0.3	1167 1.0	1409 1.2	2827							
JUN-JUL	33 -	1528 1.3	1812 1.6	3373 2.9	1396 1.2	1221 1.0	2617 2.2	-	832 0.7	1201 1.0	2033 1.7	-	832 0.7	1201 1.0	2033 1.7	1 -	13 -	14 -	89 0.2	1232 1.1	1542 1.3	3063							
AUG-SEP	79 0.1%	1784 1.4	1849 1.5	3712 3.0	1225 1.0	1566 1.2	2791 2.2	\$ 7 -	879 0.7	1250 1.0	2136 1.7	-	879 0.7	1250 1.0	2136 1.7	1 -	14 -	15 -	395 0.3	1539 1.3	1677 1.3	3611							
OCT-NOV	133 0.1	1640 1.3	1746 1.4	3519 2.8	944 0.7	1266 1.0	2212 1.7	17 0.1%	912 0.7	1169 0.9	2098 1.7	-	912 0.7	1169 0.9	2098 1.7	-	11 -	11 -	373 0.3	1651 1.3	1590 1.3	3614							
1958-57																													
DEC-JAN	\$117 0.1%	\$1666 1.4%	\$1830 1.4%	\$3497 2.8%	\$1442 1.2%	\$ 981 0.9%	\$2423 2.1%	\$ 13 -	\$969 0.9%	\$1103 0.9%	\$2085 1.7%	-	\$969 0.9%	\$1103 0.9%	\$2085 1.7%	\$ 1 -	\$ 3 -	\$ 4 -	\$342 0.4%	\$1486 1.2%	\$1486 1.3%	\$3356							
FEB-MAR	201 0.2	1770 1.5	1581 1.3	3352 3.0	1343 1.1	889 0.8	2232 1.9	40 -	1020 0.9	1080 0.9	2123 1.8	-	1020 0.9	1080 0.9	2123 1.8	-	1 -	1 -	366 0.3	1501 1.2	1426 1.2	3293							
APR-MAY	230 0.2	1785 1.4	1657 1.3	3472 2.9	1303 1.0	943 0.8	2246 1.8	64 0.1%	1350 0.8	1136 0.9	2250 1.8	-	1350 0.8	1136 0.9	2250 1.8	88 -	1 -	1 -	461 0.4	1824 1.4	1496 1.2	3781							
JUN-JUL	312 0.3	1803 1.4	1642 1.3	3757 3.0	1277 1.0	1005 0.8	2275 1.9	92 0.1	1329 0.8	1123 0.9	2247 1.8	-	1329 0.8	1123 0.9	2247 1.8	NOT SEPARATED				481 0.4	1832 1.4	1479 1.2	3612						
AUG-SEP	572 0.5	1879 1.4	1736 1.3	4279 3.2	1126 0.8	1006 0.8	2132 1.8	159 0.1	1175 0.9	1286 1.0	2613 2.0	-	1175 0.9	1286 1.0	2613 2.0					479 0.3	1822 1.4	1556 1.2	3657						
OCT-NOV	485 0.4	1816 1.3	1684 1.3	3985 3.0	1174 0.8	1320 0.8	2194 1.9	151 0.1	1196 0.8	1201 0.9	2518 1.8	-	1196 0.8	1201 0.9	2518 1.8					511 0.4	1897 1.4	1555 1.1	3963						

237X

(a) AUG-SEP. 1958 SALES & SHARES REVISED, BASED ON THE PROJECTION CONTROLS AS USED IN OCT-NOV. 1958.  
 (b) REPRESENTS 66.50 OZ. ONLY.

## TRENDS TABLE 4 - SUPPLEMENTARY (SHEET 2 OF 5)

## PACKAGE DETERGENTS

## CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT NORMAL COST TO CONSUMER

FEDERAL TRADE COMMISSION  
March 1961 Consumer's Union Ed. 6-2573

SYNTHETICS SURF			BLUE SILVER DUST					FLUFFY			DASH			HEAVY DUTY LOW SUDSER SYNTHETICS			ALL DENSE				
LARGE	TOTAL	KING	GIANT	LARGE	TOTAL	GIANT 66.50 AND 61.50 OZ.	REGULAR 27 OZ.	TOTAL	20 LBS. 1 OZ.	DENSE 9 LBS. 13 OZ. (INCL. 12 LBS. AND 61.50 OZ.)	25 OZ.	TOTAL	TOTAL DASH	23, 25 50 AND 100 LBS.	20 LB.	10 LB.	5 LB.	24 OZ.	TOTAL		
489 1.36	\$2792 2.04	-	\$635 0.06	\$1037 1.06	\$1672 1.06	\$ 41	\$ 70 0.16	\$111 0.16	\$ 82 0.16	\$ 503 0.46	\$ 710 0.76	\$1295 1.26	\$1406 1.36	\$1291 1.36	\$ 32	\$2332 1.96	-	\$1150 1.16	\$4505 4.36		
504 1.4	2507 2.3	-	666 0.6	1082 1.0	1750 1.6	23 0.16	59	82 0.1	182 0.2	821 0.8	1030 0.9	2033 1.9	2115 2.0	1299 1.3	18	1983 1.8	\$ 3	1084 1.0	4297 4.1		
531 1.4	2704 2.4	-	892 0.8	1091 1.0	1983 1.8	8	30	38	251 0.3	1167 1.0	1409 1.2	2827 2.5	2865 2.5	1069 1.0	27	2005 1.8	-	115 1.0	4257 3.8		
221 1.0	2617 2.2	-	832 0.7	1201 1.0	2033 1.7	1	13	14	99 0.2	1232 1.1	1542 1.3	3063 2.6	3077 2.6	1050 0.9	7	2015 1.7	-	1116 0.9	4186 3.5		
566 1.2	2791 2.2	\$ 7	879 0.7	1250 1.0	2136 1.7	1	14	15	395 0.3	1539 1.3	1677 1.3	3611 2.9	3625 2.9	1274 1.0	8	2168 1.8	-	1299 1.0	4769 3.8		
266 1.0	2212 1.7	17 0.16	912 0.7	1169 0.9	2098 1.7	-	11	11	373 0.3	1651 1.3	1590 1.3	3614 2.9	3625 2.9	1191 1.0	1	2268 1.8	-	1324 1.1	4784 3.9		
981 0.96	\$2423 2.16	\$ 13	\$969 0.96	\$1103 0.96	\$2085 1.76	\$ 1	\$ 3	\$ 4	\$382 0.46	\$1486 1.26	\$1486 1.36	\$3356 2.96	\$3360 2.96	\$1181 1.16	\$ 1	\$2082 1.86	-	\$1175 0.96	\$4349 3.86		
889 0.8	2232 1.9	40	1020 0.9	1080 0.9	2120 1.8	-	1	1	366 0.3	1501 1.2	1426 1.2	3293 2.7	3294 2.7	1149 1.0	-	2064 1.7	-	591 0.9	4204 3.6		
943 0.8	2246 1.8	64 0.16	1350 0.8	1136 0.9	2250 1.8	11	1	1	461 0.4	1824 1.4	1496 1.2	3781 3.0	3782 3.0	1218 1.0	-	2186 1.8	-	1048 0.8	4452 3.6		
303 0.6	2272 1.7	96 0.1	1329 0.6	1120 0.9	2247 1.8	NOT SEPARATED			481 0.4	1832 1.4	1479 1.2	3812 3.0		1274 1.0	-	2171 1.7	-	1104 0.9	4554 3.6		
506 0.8	2132 1.6	159 0.1	1175 0.8	1286 1.0	2610 2.0				479 0.3	1872 1.4	1556 1.2	3857 2.9		1399 1.0	-	2333 1.8	-	1173 0.9	4905 3.7		
320 0.8	2194 1.6	151	1156 0.8	1201 0.9	2518 1.8				511 0.4	1897 1.4	1555 1.1	3963 2.9		1538 1.1	-	2621 2.0	-	1366 1.0	5525 4.1		

(A) AUG-SEP. 1956 SALES & SHARES REVISED, BASED ON THE PROJECTION CONTROLS AS USED IN OCT-NOV 1956.  
 (B) REPRESENTS 66.50 OZ. ONLY.

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**PAGE**



## TREND TABLE - SUPPLEMENTARY (SHEET 3 OF 5)

## PACKAGE DETERGENTS

## CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

## AT NORMAL COST TO CONSUMER

RECEIVED  
 Booklet No. 6901  
 Consumer's Guide

1956-57	HEAVY DUTY LOW SUDSEX SYNTHETICS											HEAVY DUTY LIQUIDS				
	48 OZ.	19 OZ.	TOTAL	TOTAL ALL	20 LBS.	10 LBS.	10 LBS.	83.75 OZ.	56 OZ.	50 OZ.	24 OZ.	TOTAL	64 OZ.	32 OZ.	16 OZ.	GIANT
DEC-JAN	\$736 0.46	\$326 0.46	\$1062 1.06	\$3567 5.36	-	-	\$ 21	-	\$ 63	\$576 0.66	\$ 786 0.76	\$1440 1.36	-	-	-	\$1340 1.36
FEB-MAR	692 0.6	326 0.3	1018 0.9	5315 5.0	-	-	27	-	\$ 6	70 0.16	561 0.5	699 0.7	-	\$ 312 0.26	\$ 888 0.96	\$1200 1.16
APR-MAY	708 0.6	331 0.3	1039 0.9	5296 4.7	-	\$ 9	49 0.16	84	80 0.1	495 0.4	1471 1.3	2189 1.9	-	755 0.6	1565 1.4	1885 0.8
JUN-JUL	775 0.7	343 0.3	1118 1.0	5306 4.5	-	20	44	133 0.16	85	489 0.5	1199 1.0	1970 1.6	\$ 53 0.16	1138 0.9	1629 1.4	1204 1.0
AUG-SEP	943 0.8	391 0.3	1334 1.1	6083 4.9	\$ 2	25	41 0.1	132 0.1	91 0.1	594 0.4	953 0.8	1838 1.5	252 1.2	1432 1.2	1032 0.8	2726 2.2
OCT-NOV	860 0.7	371 0.3	1231 1.0	6015 4.9	4	31	26	93 0.1	134 0.1	539 0.4	772 0.6	1569 1.2	310 0.3	1467 1.1	1174 1.0	2941 2.4
1956-57																
DEC-JAN	\$823 0.66	\$322 0.36	\$1145 0.96	\$5494 4.76	\$ 6	\$ 28	\$ 27	\$100 0.16	80 0.16	\$586 0.36	\$588 0.36	\$1415 1.26	\$238 0.26	\$952 0.86	\$ 757 0.76	\$1947 1.76
FEB-MAR	757 0.6	298 0.3	1055 0.9	5259 4.5	4	27	145 0.16	85 0.1	70	585 0.5	543 0.5	1459 1.2	333 0.3	1415 1.2	1309 1.1	3057 2.6
APR-MAY	823 0.7	310 0.2	1133 0.9	5585 4.5	2	23	310 0.2	52	74 0.1	568 0.5	573 0.5	1602 1.3	387 0.3	1407 1.1	1271 1.0	3085 2.4
JUN-JUL	343 0.7	321 0.2	1172 0.9	5725 4.1	-	14	353 0.3	2	75	557 0.5	515 0.4	1532 1.2	111 0.3	1921 1.5	1651 1.3	4202 3.3
AUG-SEP	864 0.7	329 0.2	1218 0.9	6123 4.6	3	14	342 0.3	33	58 0.1	556 0.4	530 0.4	1518 1.2	717 0.5	1949 1.4	1536 1.2	4165 3.1
OCT-NOV	777 0.7	336 0.3	1113 1.0	6046 5.1	8	12	377 0.3	33	59	594 0.5	553 0.4	1450 1.2	984 0.7	2472 1.7	1783 1.3	5175 3.8

239X

1957	WISK 128 OZ.	WISK 22 OZ.
FEB-MAR	NOT MKTD.	
APR-MAY		
JUN-JUL		NOT MKTD.
AUG-SEP		\$ 9
OCT-NOV		37 0.16

## TREND TABLE 4 - SUPPLEMENTARY (SHEET 3 OF 5)

## PACKAGE DETERGENTS

CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT NORMAL COST TO CONSUMER

FEDERAL TRADE COMMISSION  
Bureau No. 6901 Commission's Exhibit No. 625C

## HEAVY DUTY LOW SUDGER SYNTHETICS

AD

## HEAVY DUTY LIQUIDS

WISK

## HEAVY DUTY SOAPS

DUE

## RINSE SOAP

16 LBS. 1 OZ.	10 LBS.	83.75 OZ.	56 OZ.	50 OZ.	24 OZ.	TOTAL	64 OZ.	32 OZ.	16 OZ.	TOTAL	GIANT	LARGE	SMALL	TOTAL	GIANT	LARGE	SMALL	TOTAL
	\$ 21		\$ 63	\$376 0.06	\$ 786 0.76	\$1440 1.36					\$1360 1.36	\$1883 1.76	\$ 99 0.16	\$2302 3.16	\$346 0.36	\$782 0.76	\$ 42	\$1170 1.06
	27	\$ 6	70 0.16	561 0.5	699 0.7	1363 1.3		\$ 312 0.26	\$ 888 0.96	\$1200 1.16	1125 1.0	1785 1.7	51	2961 2.7	388 0.3	663 0.7	38	1010 1.0
\$ 9	49 0.16	84	80 0.1	495 0.4	1471 1.3	2189 1.9		755 0.6	1585 1.4	2340 2.0	1065 0.9	1805 1.6	42	2912 2.5	284 0.2	860 0.8	35	1179 1.0
20	44	133 0.16	85	489 0.5	1199 1.0	1970 1.6	\$ 53 0.16	1138 0.9	1629 1.4	2820 2.4	1204 1.0	1894 1.6	33	3061 2.6	283 0.3	817 0.7	39	1139 1.0
25	41 0.1	132 0.1	91 0.1	594 0.4	953 0.8	1838 1.5	252 0.2	1432 1.2	1032 0.8	2726 2.2	1263 1.0	1760 1.4	38	3061 2.4	330 0.2	799 0.6	31 0.16	1150 0.9
31	26	93 0.1	134 0.1	539 0.4	772 0.6	1569 1.2	310 0.3	1467 1.1	1174 1.0	2941 2.4	1059 0.9	1600 1.2	33 0.1	2692 2.2	266 0.2	822 0.6	22	1110 0.8
\$ 28	\$ 27	\$100 0.16	80 0.16	\$586 0.56	\$588 0.56	\$1415 1.26	\$238 0.26	\$952 0.86	\$ 757 0.76	\$1947 1.76	\$1182 1.06	\$1539 1.36	\$ 29	\$2720 2.36	\$232 0.26	\$815 0.56	\$ 19	\$ 886 0.76
27	148 0.16	85 0.1	70	585 0.5	543 0.5	1489 1.2	333 0.3	1415 1.2	1309 1.1	3057 2.6	1088 0.9	1441 1.2	30	2539 2.1	232 0.2	508 0.4	12	767 0.6
23	310 0.2	52	74 0.1	568 0.5	573 0.5	1802 1.3	387 0.3	1407 1.1	1271 1.0	3085 2.4	1103 0.9	1510 1.2	42	2955 2.1	220 0.2	443 0.4	13	893 0.6
16	353 0.3	2	75	573 0.5	515 0.4	1532 1.2	712 0.5	1921 1.5	1551 1.3	4202 3.3	1005 0.9	1435 1.1	40	2480 1.9	230 0.2	440 0.4	11	791 0.6
14	342 0.3	33	58 0.1	556 0.4	530 0.4	1518 1.2	717 0.5	1949 1.4	1530 1.2	4165 3.1	1061 0.8	1344 1.0	42	2447 1.8	215 0.1	485 0.4	12	712 0.5
12	377 0.3	33	59	594 0.5	553 0.4	1646 1.2	984 0.7	2472 1.7	1783 1.3	5175 3.8	981 0.7	1236 0.9	35	2252 1.6	196 0.2	452 0.3	10	688 0.5

1957  
FEB-MAR  
APR-MAY  
JUN-JUL  
AUG-SEP  
OCT-NOV

WISK  
128 OZ.  
NOT NOTED.

WISK  
22 OZ.

NOT NOTED.

8 9

37 0.16



TABLE 4-SUPPLEMENTARY (SHEET 4 OF 5)

PACKAGE DETERGENTS

COMBINED SALES - BY ITEM - DOLLAR BASIS (000)

AT NORMAL COST TO COMBINER

1955-56	INSTANT FELS NAPTNA ALL SIZES	HEAVY DUTY SOAPS SILVER DUST SOAP			GRIFF			LIGHT DUTY SYNTHETICS VEL				TRENDS				BOTTLES	
		8 1/2 OZ.	GIANT	LARGE	TOTAL	GIANT	LARGE	TOTAL	8 1/2 OZ.	GIANT	LARGE	TOTAL	35, 36, AND 37.50 OZ.	12.25 OZ.	TOTAL	GIANT	LARGE
DEC-JAN			\$123 0.15	\$151 0.25	\$274 0.35	\$827 0.65	\$2300 2.15	\$3127 2.85		\$831 0.65	\$2580 2.05	\$2321 2.05	\$867 0.65	\$1535 1.45	\$2202 2.05	\$1317 1.25	\$2525 2.15
FEB-MAR			60 0.1	81 0.1	129 0.2	727 0.5	2140 2.0	2867 2.5		777 0.7	1803 1.7	2380 2.4	684 0.6	1515 1.4	2179 2.0	1366 1.2	2489 2.3
APR-MAY			25 -	32 0.1	57 0.1	698 0.6	2107 1.9	2805 2.5		703 0.6	1836 1.6	2339 2.2	642 0.6	1483 1.3	2135 1.9	1083 0.9	1785 1.5
JUN-JUL			21 -	18 -	39 -	688 0.6	2020 1.7	2708 2.3		685 0.5	1685 1.5	2360 2.0	599 0.5	1489 1.2	2088 1.7	699 0.6	1286 1.1
AUG-SEP	\$1824 1.45	- -	16 -	22 -	38 -	813 0.7	2078 1.7	2891 2.4	- -	654 0.5	1704 1.4	2428 1.9	672 0.5	1586 1.3	2268 1.8	711 0.6	1227 0.9
OCT-NOV	2089 1.6	- -	15 -	11 -	26 -	730 0.6	1907 1.5	2637 2.1	- -	635 0.5	1757 1.4	2392 1.9	677 0.6	1488 1.2	2165 1.8	651 0.5	1282 1.0
1956-57																	
DEC-JAN	\$1723 1.35	- -	\$ 14 -	\$ 8 -	\$ 20 -	\$717 0.65	\$1919 1.65	\$2636 2.25	- -	\$748 0.65	\$1815 1.45	\$2355 2.05	\$846 0.65	\$1499 1.35	\$2105 1.95	\$348 0.45	\$ 985 0.85
FEB-MAR	1879 1.6	- -	10 -	9 -	19 -	685 0.6	1930 1.6	2615 2.2	- -	687 0.6	1548 1.3	2235 1.9	708 0.6	1507 1.3	2215 1.9	372 0.3	687 0.6
APR-MAY	1877 1.5	- -	12 -	8 -	18 -	777 0.6	2050 1.6	2827 2.2	- -	635 0.5	1522 1.2	2157 1.7	679 0.6	1517 1.2	2196 1.8	199 0.2	302 0.2
JUN-JUL	1834 1.4	NOT SEGREGATED				663 0.5	1381 1.5	2044 2.0	- -	632 0.5	1434 1.1	2066 1.6	685 0.5	1492 1.2	2157 1.7	7 -	123 0.1
AUG-SEP	1948 1.5	- -	- -	- -	- -	674 0.5	1835 1.4	2509 1.9	- -	621 0.5	1546 1.1	2167 1.6	689 0.5	1541 1.2	2213 1.7	52 -	66 0.1
OCT-NOV	1994 1.5	- -	- -	- -	- -	659 0.4	1789 1.3	2448 1.7	- -	607 0.5	1546 1.1	2153 1.6	727 0.6	1674 1.2	2431 1.8	32 -	35 -

241X

(P) AUG-SEP 1956 SALES & SHARES REVISED, BASED ON THE PROJECTION CONTROLS AS USED IN  
(Q) INCLUDES 14 OZ. AS OF OCT-NOV, 1957.



## PACKAGE ELEMENTS

**AT NORMAL COST TO CONSUMER**

JOY  
CARS  
1958 KING-32 02.

OCT-NOV NOT MKTD.

1938-57

DEC-JAN 8 2

FEB-MAR

APR-MAY - 340 0.35

44-38861-103

AUG-SEP 599 0.5

(8) AUG-SEP 1956 SALES & SHARES REVISED, BASED ON THE PROJECTION CONTROLS AS USED IN OCT-NOV 1956.  
(9) INCLUDES 14'02, AS OF OCT-NOV, 1957.

TRIM TABLE 4 - SUPPLEMENTARY (SHEET 5 OF 5)

PACIFIC DETACHMENTS

CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT NORMAL COST TO CONSUMER

1955-56	LIGHT DUTY LIQUIDS VEL. LIQUID				IVORY SOAP			LIGHT DUTY SOAPS			LUX FLAKES				ALL OTHER		
	12 OZ.	32 OZ.	32 OZ.	TOTAL	GIANT	LARGE	TOTAL	GIANT	LARGE	TOTAL	ECONOMY	LARGE	SMALL	TOTAL	STAINLESS	LIQUIDS	SCAPS
DEC-JAN					\$1404 1.3%	\$2673 2.3%	\$4077 3.6%	\$370 0.4%	\$1348 1.3%	\$1718 1.6%	\$ 33 -	\$ 967 0.3%	\$ 12 -	\$1072 0.3%	\$3234 3.0%	\$2888 2.7%	\$3040 2.7%
FEB-MAR	\$ 676 0.7%	\$388 0.3%		\$1064 1.0%	1488 1.4	2685 2.4	4173 3.8	371 0.3	1348 1.3	1716 1.6	96 -	934 0.9	10 -	1040 0.9	3332 3.1	2471 2.3	3084 2.9
APR-MAY	1025 0.9	500 0.5		1525 1.4	1486 1.2	2708 2.4	4194 3.8	405 0.4	1371 1.2	1776 1.6	93 0.1%	911 0.8	9 -	1013 0.9	3287 3.1	2397 2.0	3244 2.8
JUN-JUL	982 0.8	500 0.5		1482 1.3	1488 1.3	2608 2.2	4096 3.5	394 0.3	1378 1.2	1722 1.5	79 -	883 0.8	8 -	970 0.8	3261 3.0	2445 2.3	3247 2.7
AUG-SEP	1039 0.9	657 0.5		1736 1.4	1588 1.3	2857 2.1	4230 3.4	454 0.3	1410 1.2	1864 1.5	99 0.1	932 0.8	8 -	1039 0.9	3255 3.0	2134 2.6	1485 1.4
OCT-NOV	944 0.8	921 0.7	\$ 16 -	1881 1.5	1687 1.4	2740 2.2	4427 3.6	457 0.4	1435 1.1	1842 1.5	107 0.1	1072 0.8	7 -	1186 0.9	4209 3.4	3446 2.8	1705 1.3
1956-57																	
DEC-JAN	9871 0.3%	9830 0.7%	\$126 0.1%	\$1987 1.7%	\$1693 1.4%	\$2661 2.3%	\$4354 3.7%	\$489 0.3%	\$1515 1.3%	\$1964 1.6%	\$ 80 -	3896 0.7%	6 0.1%	\$ 982 0.8%	\$4026 3.3%	\$3734 3.1%	\$1944 1.3%
FEB-MAR	1094 1.0	642 0.5	143 0.2	1879 1.7	1731 1.4	2823 2.3	4554 3.7	491 0.4	1501 1.3	1982 1.7	64 -	832 0.7	4 -	900 0.7	4321 3.7	4407 3.7	1384 1.3
APR-MAY	1160 0.9	725 0.6	178 0.2	2064 1.9	1789 1.4	2814 2.3	4603 3.7	479 0.4	1514 1.2	1987 1.6	58 -	880 0.7	4 -	922 0.7	4833 3.7	3629 2.9	1575 1.3
JUN-JUL	1010 0.8	921 0.7	183 0.2	2114 1.7	1840 1.3	2527 2.0	4367 3.3	439 0.3	1342 1.1	1821 1.4	55 -	843 0.7	3 -	901 0.7	4353 3.6	3755 3.0	1482 1.2
AUG-SEP	1228 0.9	927 0.7	199 0.2	2354 1.8	1887 1.2	2486 1.9	4373 3.1	442 0.3	1292 1.0	1734 1.3	52 -	792 0.6	3 -	847 0.6	4832 3.7	4356 3.3	1645 1.2
OCT-NOV	1403 1.0	844 0.6	27 0.2	2274 1.8	1822 1.4	2637 1.9	4459 3.3	435 0.3	1326 1.0	1761 1.3	43 -	817 0.6	4 -	864 0.6	5045 3.7	4988 3.7	1670 1.2

6901

6258

243X



Commission's Exhibit No. 626A-E  
Nielsen Trend Table 5—package detergents

TREND TABLE 5 (SHEET 1 OF 5)

PACKAGE DETERGENTS

CONSUMER SALES - BY ITEM

UNIT-BASIS (000)

1955-56	TOTAL ALL ITEMS	TIDE						TIDE 32 OZ.	OCEA				HEAVY DUTY HIGH RUBBER SYNTHETICS				TOTAL
		16 LBS. 1 OZ.	KING SIZE	GIANT	LARGE	SMALL	TOTAL		GIANT	LARGE	SMALL	TOTAL	GIANT	LARGE	SMALL	TOTAL	
DEC-JAN	245959 100%	110 0.15	1623 0.05	12573 0.45	39487 10.05	3835 1.35	60548 24.05		6114 2.35	18938 7.75	375 0.25	25448 10.45	1915 0.05	5483 2.35	50 -	7451 3.05	
FEB-MAR	244515 100	147 0.1	1627 0.7	14384 5.9	36578 15.2	3491 1.4	56947 23.3		5442 2.2	17248 7.1	371 0.1	23861 9.4	2746 1.1	7541 3.1	35 -	10332 4.2	
APR-MAY	238478 100	127 0.1	1989 0.7	15845 5.9	39400 15.2	4233 1.7	60774 23.6	11 -	6091 2.3	17703 6.9	439 0.1	24246 9.3	2980 1.1	8675 3.4	36 -	11671 4.5	
JUN-JUL	201422 130	137 0.1	2033 0.8	15334 5.9	40604 15.5	4705 1.8	63013 24.1	327 0.25	5814 2.2	19038 7.3	431 0.1	25630 9.8	2999 1.2	8288 3.1	52 -	11339 4.5	
AUG-SEP	262481 130	142 0.1	2860 1.0	15139 5.8	41305 15.7	4881 1.8	64127 24.4	717 0.3	5482 2.1	19724 7.5	457 0.2	26380 10.1	2972 1.1	8627 3.3	33 -	11632 4.4	
OCT-NOV	264983 100	168 0.1	2860 1.0	16009 6.0	40257 15.2	3838 1.4	62336 23.7	796 .3	6039 2.3	18862 7.0	391 0.1	25548 9.7	3168 1.2	8572 3.2	16 -	11788 4.4	
1956-57																	
DEC-JAN	248462 100%	178 0.15	2480 1.05	14862 5.95	38214 15.45	3775 1.35	59489 23.95	849 0.45	5844 2.35	17944 7.25	352 0.15	24889 10.05	2888 1.35	7386 3.05	17 -	10389 4.25	
FEB-MAR	247320 130	208 0.1	2415 1.0	15163 6.1	36282 14.6	3910 1.4	57578 23.2	767 0.4	5885 2.2	17130 6.9	307 0.1	23759 9.6	2833 1.1	8638 2.7	8 -	9274 3.8	
APR-MAY	259247 100	210 0.1	2502 0.9	16219 6.3	37649 14.5	4396 1.6	61682 23.4	801 0.3	5850 2.2	18878 7.2	338 0.1	25461 9.8	3172 1.3	7823 3.0	9 -	11000 4.3	
JUN-JUL	241221 100	224 0.1	2601 1.0	15499 6.3	37945 14.5	4394 1.7	61563 23.4	880 0.3	6480 2.5	18366 7.1	485 0.1	26211 10.0	3235 1.3	8093 3.1	7 -	11347 4.4	
AUG-SEP	273088 130	235 0.1	3268 1.2	15150 5.5	43638 16.0	4521 1.6	66762 24.4	841 0.4	6476 2.3	19372 7.1	478 0.2	27667 10.0	3271 1.2	8411 3.1	15 -	11718 4.3	
OCT-NOV	271544 100	262 0.1	2784 1.0	15776 5.8	38814 14.85	4174 1.6	61336 22.8	798 0.3	5867 2.1	18159 6.7	531 0.2	25355 9.3	3564 1.3	8739 3.2	30 -	12311 4.5	

245X

6901  
8/26/53  
Procter & Gamble Company  
Officially  
By Ale

1956  
OCT-NOV  
1956-57  
DEC-JAN  
FEB-MAR  
APR-MAY  
JUN-JUL  
AUG-SEP  
OCT-NOV



## UNIT BASIS (000)

## HEAVY DUTY HIGH SLIPER SYNTHETICS

TOTAL	CHEER				CRYSTAL				16 LBS. 1 OZ.	RING SIZE	FAB				BIRDS BLUE			
	NAME SE. OZ.	GIANT	LARGE	SMALL	TOTAL	GIANT	LARGE	SMALL			TOTAL	GIANT	LARGE	SMALL	TOTAL	GIANT	LARGE	TOTAL
50348 24.05		6114 2.35	18936 7.75	375 0.25	25448 10.45	1915 0.45	5483 2.25	33 -	7451 3.05		317 0.15	4474 1.85	15281 6.25	948 0.45	21829 8.35	2479 1.85	8495 2.85	9174 3.85
50947 23.3		5442 2.2	17248 7.1	371 0.1	23861 9.4	2746 1.1	7541 3.1	35 -	18322 4.2		489 0.1	3584 1.5	15636 6.4	868 0.4	28497 8.4	3291 1.3	9888 2.3	8899 3.4
60774 23.6	11 -	6091 2.3	17705 6.9	439 0.1	24246 9.3	2988 1.1	8675 3.4	38 -	11671 4.5	1 -	477 0.2	4377 1.7	13735 3.3	866 0.4	19476 7.6	2301 0.8	8252 2.4	8093 3.2
63013 24.1	327 0.25	5814 2.2	18858 7.3	431 0.1	25630 9.8	2999 1.2	8288 3.1	52 -	11339 4.3	3 -	593 0.3	4357 1.6	13870 3.3	1031 0.4	18854 7.6	2258 0.9	7987 3.1	10257 4.0
64127 24.4	717 0.3	5482 2.1	19724 7.5	457 0.2	26380 10.1	2972 1.1	8827 3.3	33 -	11632 4.4	4 -	525 0.2	3900 1.5	13847 5.2	987 0.4	19283 7.3	2197 0.9	8915 2.7	9112 3.6
65336 23.7	798 0.3	6039 2.3	18842 7.0	351 0.1	25348 9.7	3168 1.2	8572 3.2	18 -	11796 4.4	4 -	367 0.2	4040 1.5	13351 5.0	792 0.3	18854 7.0	3232 1.3	8442 2.2	9294 3.5
59489 23.75	849 0.45	5864 2.35	17944 7.25	352 0.15	24889 10.05	2888 1.25	7386 3.05	17 -	18289 4.25	3 -	293 0.15	3444 1.45	11803 4.85	743 0.35	18286 6.05	2299 1.05	9829 2.35	8128 3.35
57578 23.2	787 0.4	5985 2.2	17130 6.9	307 0.1	23759 9.6	2833 1.1	6633 2.7	8 -	9274 3.8	2 -	389 0.1	3474 1.4	11679 4.7	889 0.3	18143 6.5	2227 0.9	9880 2.3	7888 3.2
61892 23.4	804 0.3	5850 2.2	18672 7.2	338 0.1	25461 9.8	3172 1.3	7823 3.0	9 -	11000 4.3	2 -	284 0.2	3748 1.4	12304 4.7	748 0.3	17084 6.6	2630 1.3	8080 2.4	8880 3.4
61543 23.4	860 0.3	6480 2.5	18366 7.1	485 0.1	26211 10.0	3235 1.3	5093 3.1	7 -	11347 4.4	2 -	276 0.1	3624 1.4	12334 4.7	742 0.3	17039 6.5	2499 1.3	8173 2.3	9676 3.3
66762 24.4	841 0.4	6476 2.3	19372 7.1	478 0.2	27167 10.0	3271 1.2	8411 3.1	15 -	11718 4.3	2 -	314 0.1	3295 1.2	13404 4.9	887 0.4	17872 6.8	2798 1.0	8381 2.3	9228 3.3
61536 22.8	798 0.3	5867 2.1	18199 6.7	531 0.2	25385 9.3	3564 1.3	8739 3.2	30 -	12351 4.5	2 -	448 0.2	3348 1.2	13412 5.0	1079 0.4	15289 6.8	2385 1.0	5971 2.2	8074 3.2

6901  
8/26/53  
Proctor & Gamble Company  
By Ale  
626 A  
Official Reporter

1956	BLACK DOT SUZ			WINDO BLACK MEDIUM	ONYDOL KINE 53.75 OZ.
	20 OZ.	49.25 OZ.	TOTAL		
OCT-NOV	NOT MARKED			NOT MKTD.	
1956-57					
DEC-JAN	297 0.15	30 -	347 0.15	- -	
FEB-MAR	1905 0.7	380 0.25	2285 0.9	8 -	NOT MKTD.
APR-MAY	3110 1.2	703 0.2	3813 1.4	20 -	
JUN-JUL	3946 1.5	1607 0.4	4953 1.9	44 -	12
AUG-SEP	4136 1.5	1141 0.4	5277 1.9	48 -	21
OCT-NOV	3827 1.4	1717 0.4	4864 1.8	18 -	18

TABLE 5 (SHEET 2 OF 5)

PACKAGE DETERMINANTS

COMBINED SALES - BY ITEM

UNIT BASIS (000)

6901

1955-56	TIME OF DAY	SWEET			HEAVY DUTY HIGH RUBBER SYNTHETICS			KING	BLUE SILVER DUST			FLUFFY			30 LBS. 1 OZ.	10 OZ.
		GIANT	LARGE	TOTAL	GIANT	LARGE	TOTAL		GIANT	LARGE	TOTAL	GIANT 60.30 AND 61.30 OZ.	REGULAR 27 OZ.	TOTAL		
DEC-JAN		1886 0.75	3388 2.25	7372 2.75	1816 0.85	4898 1.85	6712 2.75		833 0.45	3125 1.25	3958 1.85	45	184 0.15	229 0.15	18 0.15	21
FEB-MAR		1887 0.8	3398 2.2	7285 3.0	1362 0.6	4817 1.9	6179 2.5		673 0.4	3258 1.3	4129 1.7	25	151 0.1	176 0.1	30	30
APR-MAY	8 -	1888 0.7	3433 2.1	7391 2.8	1584 0.7	4872 1.9	6456 2.6		1166 0.4	3277 1.3	4443 1.7	8	79	87	54 0.1	50
JUN-JUL	25 -	1879 0.7	3457 2.1	7481 2.8	1863 0.7	3799 1.4	5662 2.1		1087 0.4	3338 1.3	4425 1.7	2	30	32	62	52
AUG-SEP	30 -	2239 0.8	3888 2.1	6127 2.9	1535 0.6	4673 1.8	6208 2.4	5 -	1080 0.4	3438 1.4	4700 1.8	1	42	43	78 0.1	64
OCT-NOV	101 0.15	2181 0.8	3191 1.9	7373 2.8	1284 0.5	3838 1.5	5122 2.0	12 -	1172 0.5	3441 1.3	4613 1.8	-	28	28	84	7
1956-57																
DEC-JAN	88 -	2118 0.95	4847 1.95	7053 2.85	1811 0.75	3011 1.35	4822 2.05	10 -	1234 0.95	3229 1.35	4463 1.85	1	7	8	85	6
FEB-MAR	151 -	2246 0.9	4679 1.9	7076 2.8	1783 0.7	2734 1.1	4517 1.8	30 -	1297 0.8	3109 1.2	4406 1.8	-	2	2	79 0.15	6
APR-MAY	172 -	2287 0.9	4888 1.9	7175 2.8	1882 0.8	2901 1.1	4783 1.7	48 0.15	1330 0.5	3314 1.2	4642 1.8	-	1	1	100	7
JUN-JUL	235 0.15	2279 0.9	4850 1.9	7129 2.9	1680 0.6	3102 1.2	4782 1.8	73 0.1	1301 0.4	3278 1.3	4579 1.8	NOT SEGREGATED			105	-
AUG-SEP	434 0.2	2363 0.9	5180 1.9	7543 3.0	1488 0.5	3089 1.1	4577 1.6	125 0.1	1475 0.5	3671 1.3	5146 1.9				103 0.1	-
OCT-NOV	380 0.1	2244 0.9	4843 1.8	7087 2.7	1495 0.6	3045 1.1	4540 1.7	111 -	1425 0.5	3409 1.3	4834 1.8				129	-

247X



TABLE 9 (SHEET 2 OF 3)

PACKAGE DETENDENTS

CONSUMER SALES - BY ITEM

UNIT BASIS (000)

HEAVY DUTY LOW RUBBER SYNTHETICS

HEAVY DUTY HIGH RUBBER SYNTHETICS

BLUE SILVER DUST						HEAVY DUTY LOW RUBBER SYNTHETICS												ALL RUBBER				
						FLUFFY			DENSE			TOTAL			TOTAL							
LARGE	TOTAL	KING	GIANT	LARGE	TOTAL	GIANT 66.30 AND 61.30 OZ.	REGULAR 27 OZ.	TOTAL	20 LBS. 1 OZ.	9 LBS. 13 OZ. - HIGL. 10 LBS. AND 61.30 OZ.	25 OZ.	TOTAL	TOTAL DASH	25, 25, 30 AND 100 LBS.	20 LBS.	10 LBS.	5 LBS.	24 OZ.	TOTAL			
4886 1.85	6512 2.75		833 0.45	3126 1.25	3959 1.85	45 -	181 0.15	226 0.15	18 0.15	219 -	1834 0.85	2671 1.85	2297 1.85	211 0.15	7 -	838 0.35	-	2932 1.25	3891 1.85			
4817 1.9	6179 2.5		673 0.4	3236 1.3	4129 1.7	25 -	151 0.1	176 0.1	39 -	351 0.25	2869 1.1	3049 1.3	3225 1.4	287 -	4 -	787 0.4	1 -	2731 1.1	3738 1.5			
4872 1.9	6486 2.6		1165 0.4	3277 1.3	4443 1.7	8 -	79 -	87 -	34 0.1	388 0.2	3670 1.4	4224 1.7	4311 1.7	181 -	5 -	888 0.4	-	3885 1.1	4839 1.5			
3799 1.4	5862 2.1		1067 0.4	3338 1.3	4417 1.7	2 -	30 -	32 -	62 -	529 0.2	3969 1.5	4588 1.7	4612 1.7	188 0.1	1 -	844 0.3	-	2945 1.2	3876 1.6			
4873 1.8	6228 2.4	5 -	1085 0.4	3438 1.4	4700 1.8	1 -	42 -	43 -	78 0.1	619 0.2	4134 1.6	4831 1.9	4874 1.9	194 0.1	1 -	818 0.3	-	2999 1.1	3982 1.5			
2888 1.5	3188 2.6	12 -	1172 0.5	3441 1.3	4623 2.0	-	28 -	28 -	81 -	714 0.3	4181 1.5	4886 1.8	4884 1.8	282 0.1	-	915 0.4	-	3384 1.2	4811 1.7			
3011 1.35	4822 2.05	10 -	1234 0.35	3229 1.35	4473 1.85	1 -	7 -	8 -	83 -	439 0.25	3823 1.85	4845 1.85	4833 1.85	201 0.15	-	829 0.45	-	2838 1.15	3838 1.85			
2734 1.1	4487 1.8	30 -	1297 0.6	3109 1.2	4436 1.8	-	2 -	2 -	79 0.15	642 0.2	3671 1.5	4392 1.8	4394 1.8	206 0.1	-	880 0.4	-	2526 1.0	3862 1.5			
2901 1.1	4593 1.7	48 0.15	1330 0.5	3314 1.2	4692 1.8	-	1 -	1 -	100 -	780 0.3	3854 1.5	4714 1.8	4715 1.8	218 -	-	876 0.4	-	2671 1.0	3785 1.4			
3182 1.2	4792 1.8	73 0.1	1301 0.4	3278 1.3	4582 1.8	NOT SEGREGATED			100 -	783 0.3	3847 1.5	4735 1.8		233 0.1	-	874 0.3	-	2831 1.1	3888 1.5			
3089 1.1	4525 1.6	125 0.1	1475 0.5	3671 1.3	5271 1.9				103 0.1	777 0.3	3971 1.4	4851 1.8		256 0.1	-	934 0.4	-	2984 1.8	4154 1.5			
3045 1.1	4540 1.7	111 -	1425 0.5	3409 1.3	4945 1.9				179 -	807 0.3	3877 1.5	4786 1.8		291 0.1	-	1037 0.3	-	3378 1.3	4896 1.7			

(P) REPRESENTS 66.30 OZ. ONLY.



TABLE 3 (SHEET 3 OF 3)

PERMANENT

CHIEF SALES - BY ITEM

SALES BASIS (1950)

Section 10, 10401

1952-53	HEAVY DUTY LOW BUDGET SYNTHETICS												HEAVY DUTY LUBRICANTS			
	ALL				NO								WIDE			
	40 OZ.	15 OZ.	TOTAL	TOTAL ALL	20 LBS.	10 LBS. 1 OZ.	10 LBS.	52.75 OZ.	30 OZ.	20 OZ.	20 OZ.	TOTAL	64 OZ.	32 OZ.	16 OZ.	TOTAL
DEC-JAN	944 0.45	983 0.45	1927 0.85	5918 2.45			8 -		77 -	738 0.35	2841 0.85	2884 1.15				
FEB-MAR	887 0.3	980 0.4	1867 0.7	5997 2.2			11 -	5 -	84 0.15	731 0.3	1813 0.8	2844 1.2		449 0.25	2381 0.95	2730 1.15
APR-MAY	942 0.4	1030 0.4	1972 0.8	6011 2.3		3 -	19 -	66 -	93 -	648 0.3	3783 1.5	4812 1.8		1085 0.4	4846 1.6	5931 2.0
JUN-JUL	1039 0.4	1082 0.4	2121 0.8	6077 2.4		5 -	18 -	104 0.15	98 -	649 0.3	3117 1.2	3991 1.6	40 -	1887 0.7	4180 1.6	5927 2.3
AUG-SEP	1117 0.5	1075 0.4	2192 0.9	6174 2.4		6 -	15 -	96 -	185 0.1	731 0.2	2381 0.9	3334 1.2	180 0.15	1878 0.7	2548 1.0	4818 1.8
OCT-NOV	1187 0.5	1188 0.4	2375 0.9	6277 2.5		9 -	11 -	78 -	118 0.1	708 0.2	1987 0.8	2917 1.1	234 0.1	2884 0.8	3884 1.1	5284 2.0
1953-54																
DEC-JAN	1888 0.45	959 0.45	2847 0.85	5885 2.45	1 -	7 -	11 -	81 -	91 0.15	774 0.35	1588 0.85	2515 1.05	178 0.15	1383 0.35	1934 0.85	3675 1.45
FEB-MAR	970 0.4	886 0.3	1856 0.7	5416 2.2	1 -	7 -	80 0.15	68 -	80 -	771 0.3	1484 0.6	2481 1.0	248 0.1	2086 0.8	3347 1.4	5481 2.3
APR-MAY	1051 0.4	922 0.4	1973 0.8	5738 2.2		6 -	130 -	41 -	84 0.1	750 0.3	1987 0.6	2598 1.0	287 0.1	2002 0.8	3236 1.2	5827 2.1
JUN-JUL	1078 0.4	973 0.4	2051 0.8	5985 2.3	1 -	5 -	151 0.1	21 -	67 -	739 0.3	1818 0.6	2741 1.0	443 0.2	2880 1.0	4300 1.7	7438 2.9
AUG-SEP	1133 0.5	972 0.3	2105 0.8	6259 2.3		4 -	137 0.1	30 -	66 -	734 0.3	1527 0.5	2488 1.0	525 0.2	2886 1.0	3878 1.4	7184 2.6
OCT-NOV	1224 0.4	1154 0.5	2378 0.9	6744 2.6	2 -	3 -	160 -	30 0.15	67 -	770 0.3	1577 0.5	2849 1.0	708 0.3	3275 1.2	4400 1.7	8452 3.2

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1951  
FEB-MAR  
APR-MAY  
JUN-JUL  
AUG-SEP  
OCT-NOV

WIDE  
120 OZ.  
NOT SETD.

UNIT 2:13 (two)

DocId: 6401 ..... 6265

	WISH	WISH
1957	128 QZ.	22 QZ.
FEB-MAR	NOT MKTD.	
APR-MAY	- -	
JUN-JUL		NOT MKTD.
AUG-SEP		17



TABLE 5 (SHEET 4 OF 5)

PACKAGE DETERGENTS

COMBINED SALES - BY ITEM

UNIT BASIS (000)

HEAVY DUTY SOAPS																
INSTANT FELS		SILVER DUST SOAP					LIGHT DUTY SYNTHETICS									
1955-56	SHIPPED ALL SIZES	KING 65 OZ.	GIANT	LARGE	TOTAL	DRIFT			VEL				TOTAL			GIANT
						GIANT	LARGE	TOTAL	65 OZ.	GIANT	LARGE	TOTAL	33, 36, AND 37.50 OZ.	12.25 OZ.	TOTAL	
DEC-JAN			173	457 0.25	630 0.25	1121 0.25	7288 2.25	8401 2.45		1119 0.25	6632 2.75	7751 3.25	983 0.45	4885 1.25	5788 2.25	
FEB-MAR			85	288 0.1	293 0.1	982 0.4	6738 2.7	7740 3.1		1044 0.4	5887 2.4	6931 2.8	898 0.3	4733 2.8	5631 2.3	1839 0.75
APR-MAY			37	188	137	941 0.3	6636 2.8	7577 2.9		939 0.3	5775 2.3	6714 2.8	880 0.3	4885 1.8	5645 2.1	1415 0.5
JUN-JUL			38	55	85	989 0.4	6240 2.4	7149 2.8		874 0.3	5207 2.8	6081 2.3	788 0.3	4854 1.8	5632 2.1	989 0.4
AUG-SEP	3843 1.45		23	58 0.1	79 0.1	988 0.3	6336 2.4	7294 2.7		848 0.4	5407 2.0	6255 2.4	787 0.3	4735 1.8	5532 2.1	980 0.3
OCT-NOV	4213 1.8		22	32	54	941 0.3	5284 2.2	6285 2.5		824 0.3	5088 2.8	5913 2.1	902 0.4	4881 1.7	5688 2.1	884 0.3
1956-57																
DEC-JAN	3850 1.45		19	19	38	934 0.45	5849 2.35	6783 2.75		988 0.45	4539 2.05	5527 2.45	888 0.45	4884 1.85	5672 2.35	723 0.25
FEB-MAR	3848 1.8		18	28	46	898 0.4	5883 2.4	6776 2.8		853 0.3	4712 1.9	5565 2.2	944 0.4	4711 1.9	5655 2.3	488 0.2
APR-MAY	3884 1.5		16	20	36	1009 0.4	6237 2.4	7246 2.8		813 0.3	4629 1.8	5449 2.1	905 0.4	4741 1.8	5646 2.2	238 0.1
JUN-JUL	3782 1.8	NEW	SEGREGATED			857 0.3	5402 2.1	6465 2.4		813 0.4	4351 1.8	5164 2.0	914 0.4	4630 1.7	5544 2.1	182 0.1
AUG-SEP	3888 1.8					887 0.3	5324 2.3	6391 2.3		785 0.3	4889 1.7	5684 2.0	882 0.3	4815 1.8	5787 2.0	86
OCT-NOV	3857 1.4					824 0.3	5253 2.3	6084 2.3		782 1.2	4572 1.7	5334 1.9	970 0.4	4730C 1.9	6170 2.3	41

(W) INCLUDES 14 OZ. AS OF OCT-NOV. 1957.



TREND TABLE 5 (SHEET 4 OF 5)

PACKAGE DETERGENTS

CONSUMER SALES - BY ITEM

UNIT BASIS (000)

TABLE NO. 6901

6260

LIGHT DUTY SYNTHETICS

LIGHT DUTY LIQUIDS

SHEFT		VEL				TREND			BOTTLES			JOY			CANS			TOTAL JOY		LUX LIQUID			
LARGE	TOTAL	66 OZ.	GIANT	LARGE	TOTAL	33, 36, AND 37.50 OZ.	12.25 OZ.	TOTAL	GIANT	LARGE	TOTAL	GIANT	LARGE	TOTAL	TOTAL JOY	32 OZ.	22 OZ.	12 OZ.	TOTAL				
7288 2.45	8401 3.45		1119 0.35	8632 2.75	7781 3.25	983 0.45	4885 1.95	5768 2.35							8829 3.45	188 0.15	3836 1.85	6383 2.35	18344 4.35				
6738 2.7	7740 3.1		1044 0.4	5687 2.4	6731 2.8	898 0.3	4733 2.8	5631 2.3	1879 0.75	7534 3.15	9373 3.85	31 -	85 -	96 -	9489 3.8	888 0.3	3485 1.4	6849 2.8	10813 4.5				
6436 2.6	7577 2.9		939 0.3	5775 2.3	6714 2.6	880 0.3	4685 1.8	5545 2.1	1415 0.5	5408 2.1	6823 2.6	639 0.25	1613 0.75	2232 0.95	9875 3.5	652 0.3	3895 1.1	8841 3.1	11088 4.5				
6240 2.4	7149 2.8		874 0.3	5207 2.0	6881 2.3	798 0.3	4854 1.8	5652 2.1	929 0.4	3815 1.4	4744 1.8	1278 0.5	3358 1.3	4628 1.8	5372 3.6	885 0.3	3422 1.3	6395 2.5	10082 4.1				
6304 2.4	7294 2.7		848 0.4	5407 2.0	6258 2.4	797 0.3	4735 1.8	5532 2.1	983 0.3	3747 1.5	4830 1.8	1435 0.6	3519 1.3	4974 1.9	9834 3.7	885 0.3	3912 1.5	5982 2.3	10819 4.1				
5884 2.2	6788 2.5		884 0.3	5388 2.0	6213 2.3	952 0.4	4881 1.7	5833 2.1	884 0.3	3647 1.4	4511 1.7	1981 0.7	4311 1.6	6232 2.3	10788 4.0	1884 0.4	4878 1.7	6788 2.5	13882 4.6				
5849 2.35	6783 2.75		988 0.45	4939 2.05	5899 2.45	888 0.45	4884 1.95	5772 2.35	723 0.25	2904 1.25	3627 1.45	2113 0.95	4323 1.75	6438 2.45	10885 4.05	1348 0.35	3833 1.45	6443 2.05	11882 4.75				
5883 2.4	6776 2.8		883 0.3	4712 1.9	5888 2.2	944 0.4	4711 1.9	5658 2.3	488 0.2	2088 0.8	2548 1.0	2823 1.0	5138 2.1	7727 3.2	10270 4.2	1444 0.5	3488 1.4	8130 2.5	11884 4.4				
6237 2.4	7846 2.8		883 0.3	4629 1.8	5488 2.1	905 0.4	4741 1.8	5646 2.2	258 0.1	885 0.3	1143 0.4	2572 1.0	5913 2.2	8830 3.4	9873 3.8	1307 0.5	3716 1.5	6838 2.6	11881 4.6				
5688 2.1	6485 2.4		813 0.4	4381 1.6	5184 2.0	914 0.4	4630 1.7	5544 2.1	182 0.1	354 0.1	436 0.2	3446 1.0	5888 2.2	8888 3.4	9444 3.6	1216 0.5	3816 1.5	6988 2.7	12878 4.7				
5824 2.0	6391 2.3		798 0.3	4889 1.7	5484 2.0	882 0.3	4815 1.8	5787 2.1	84 -	188 0.1	258 0.1	2573 0.9	6288 2.3	9487 3.5	9743 3.6	1232 0.4	3847 1.5	6888 2.5	12888 4.4				
5253 2.3	6084 2.3		782 1.2	4572 1.7	5334 1.9	970 0.4	4520 1.9	6170 2.3	41 -	102 -	143 -	3099 1.1	6734 2.5	10880 4.0	10883 4.0	1345 0.5	4831 1.7	7582 2.8	12888 5.0				

1956	JOY CANS LINE-32 OZ.
OCT-NOV	NOV DATA.
1956-57	
DEC-56	2 -
FEB-57	88 0.15
APR-57	348 0.2
JUN-57	684 0.2
AUG-57	788 0.3
OCT-57	827 0.4

(A) INCLUDES 14 OZ. AS OF OCT-NOV, 1957.

D-10

**TABLE 5 (SHEET 5 OF 5)**  
**PACKAGE RETAILMENTS**  
**CONDENSED SALES - BY ITEM**  
**UNIT BASIS (000)**

**FEDERAL TRADE COMMISSION**  
 Docket No. **6901** Commission's Exhibit No. **6266**

1955-56	LIGHT DUTY LIQUIDS VEL. LIQUIDS				IVORY SHAM			LIGHT DUTY SOAPS			LIN. FLAMES				ALL-OTHER		
	12 OZ.	32 OZ.	32 OZ.	TOTAL	GIANT	LARGE	TOTAL	GIANT	LARGE	TOTAL	ECONOMY	LARGE	SMALL	TOTAL	SYNTHETICS	LIQUIDS	SOAPS
DEC-JAN					1899 0.85	8339 3.45	10198 4.25	488 0.25	4198 1.75	4686 1.95	139 0.15	3814 1.25	84 -	3237 1.35	7774 3.25	7115 2.95	7843 3.85
FEB-MAR	1722 0.75	888 0.25		2610 0.95	1989 0.8	8278 3.4	10239 4.2	488 0.2	4185 1.7	4673 1.9	137 0.1	2898 1.2	71 -	3106 1.3	8824 3.3	8324 2.8	7429 3.0
APR-MAY	2888 1.0	719 0.3		3327 1.3	1932 0.8	8388 3.2	10322 4.0	530 0.2	4224 1.8	4754 1.8	129 0.1	2823 1.1	88 0.15	3018 1.3	8848 3.4	8182 2.4	7730 3.0
JUN-JUL	2481 0.9	721 0.3		3182 1.2	1882 0.7	7888 3.0	9768 3.7	518 0.2	4198 1.8	4716 1.8	187 0.1	2878 1.0	57 -	2940 1.1	8816 3.4	8874 2.5	7788 3.0
AUG-SEP	2881 1.0	888 0.3	NOT MKTD.	3588 1.3	1887 0.7	7778 3.1	9635 3.7	513 0.1	4874 1.8	4987 1.7	117 -	2881 1.0	57 -	2823 1.0	8819 3.5	7847 2.9	3888 1.3
OCT-NOV	2414 0.9	1388 0.5	18 -	3788 1.4	2148 1.0	8174 3.1	10323 3.9	588 0.2	4389 1.8	4944 1.8	148 -	3188 1.2	48 -	3388 1.2	9882 3.8	8882 3.2	3788 1.5
1956-57																	
DEC-JAN	2488 1.05	1288 0.35	129 -	3688 1.35	2138 0.85	7882 3.25	10072 4.05	597 0.25	4488 1.85	5082 2.15	182 0.15	2878 1.15	42 -	3082 1.25	9816 3.75	9228 3.75	3441 1.45
FEB-MAR	2887 1.1	1088 0.4	148 0.15	3982 1.6	2188 0.9	7888 3.2	10178 4.1	622 0.3	4481 1.8	5088 2.1	82 -	2878 1.0	28 -	2988 1.0	9888 4.0	10881 4.3	3442 1.4
APR-MAY	2382 1.1	1048 0.4	179 0.1	4180 1.6	2287 0.9	8382 3.2	10819 4.1	597 0.3	4478 1.7	5072 2.0	74 -	2388 1.0	31 -	2688 1.0	10487 4.3	8884 3.5	3428 1.3
JUN-JUL	2578 1.0	1338 0.5	188 -	4884 1.5	2888 0.8	7478 2.9	9374 3.7	577 0.2	4818 1.8	4885 1.8	78 -	2488 0.9	31 -	2584 0.9	10486 4.0	9172 3.5	3222 1.3
AUG-SEP	3128 1.1	1284 0.5	281 0.1	4683 1.7	2118 0.7	7288 2.7	9414 3.4	588 0.2	3787 1.4	4338 1.6	68 -	2328 0.9	21 -	2412 0.9	11885 3.9	10888 3.9	3487 1.4
OCT-NOV	3888 1.3	1188 0.4	277 0.1	4988 1.8	2238 0.8	7888 2.8	9888 3.6	532 0.2	3784 1.4	4338 1.6	53 -	2342 0.9	30 -	2428 0.9	11384 4.2	11888 4.3	3381 1.2



TABLE 1 - MONTHLY SHAMPOO SALES IN DRUG AND GROCERY STORES COMBINED \*\*

-COST PRICE TO CONSUMER - DOLLARS-

Commission's Exhibit No. 628A-D  
Nielsen Table 3 etc. on shampoos

	TOTAL SHAMPOOS			LIG'ID PELL			HALO			BREEZ			TONE WHITE BAIN			PELL			SWEET			LUSTRE CREME			CROWN			ALL OTHERS						
	2000	\$ OF	TOTAL	2000	\$ OF	TOTAL	2000	\$ OF	TOTAL	2000	\$ OF	TOTAL	2000	\$ OF	TOTAL	2000	\$ OF	TOTAL	2000	\$ OF	TOTAL	2000	\$ OF	TOTAL	2000	\$ OF	TOTAL	2000	\$ OF	TOTAL				
1955																																		
DEC-JAN-FEB	14378	1.32	6.8	977	6.8	42.6	2291	15.9	1822	12.7	1796	7.6	1092	7.6	410	2.9	1611	11.2												4973	34.5			
FEB-MARCH-APRIL	15413	6.35	4.1	987	6.3	41.1	2754	15.3	1404	12.4	1383	7.0	1108	7.2	373	2.4	1724	11.2													5885	34.1		
APRIL-JULY-JUNE	16311	10.62	6.4	1377	6.3	42.8	2421	14.7	1965	11.3	1384	6.6	1005	6.1	348	2.2	2089	12.6													5885	33.8		
JULY-AUG-SEP	17486	11.52	6.9	1222	6.1	41.8	2444	14.7	1883	11.3	1382	6.5	943	5.6	397	2.4	1912	11.5														6088	35.8	
AUG-SEP-OCT	16752	12.24	7.3	969	5.8	40.1	2421	14.4	1771	11.8	1051	6.3	844	5.3	411	2.5	1744	10.4														6088	36.2	
OCT-NOV-DEC	15694	11.58	7.4	959	6.1	42.4	2261	14.4	1918	12.2	919	5.9	823	5.2	342	2.2	1568	10.0														5749	36.6	
	7-424																																	
1956																																		
DEC-JAN-FEB	15741	12.26	7.6	972	6.2	43.5	2273	14.2	1959	12.4	942	6.0	413	5.8	323	2.0	1544	10.0														5867	35.6	
FEB-MARCH-APRIL	16827	12.04	7.2	1014	6.1	43.2	2359	14.7	2321	12.0	1122	6.7	944	5.6	332	2.0	1575	9.9															6151	36.5
APR-JULY-JUNE	17788	13.41	7.5	1374	6.0	47.6	2520	14.2	2089	11.8			925	5.2	375	2.1	1875	11.2															7479	42.0
JULY-AUG-SEP	17943	14.18	8.7	1224	5.7	37.7	2561	14.4	2172	11.8			925	5.2	375	2.1	1875	10.7															7285	42.4
AUG-SEP-OCT	19177	14.79	8.1	1376	5.5	39.8	2549	13.7	2134	11.7			885	4.8	287	1.6	1721	9.5															8159	46.9
OCT-NOV-DEC	16895	14.72	8.4	952	5.6	42.7	2329	13.1	2384	12.2			811	4.8	267	1.6	1515	9.0															7635	45.2
1956-1957																																		
DEC-JAN-FEB	16884	14.17	8.4	1015	6.0	46.3	2191	11.0	2040	12.4			807	4.7	295	1.5	1462	8.7															7835	45.3
FEB-MARCH-APRIL	17425	15.71	8.7	995	5.5	42.4	2254	12.9	2154	12.4			879	5.0	245	1.4	1441	8.3															7976	45.8
APR-JULY-JUNE	18327	16.15	8.4	1077	5.1	42.1	2342	12.1	2217	11.5			853	4.4	217	1.1	1469	8.8	1124	5.7													8323	43.1
JULY-AUG-SEP	1-157	16.62	8.7	952	5.3	41.0	2334	12.2	2191	11.4	1095	5.5	831	4.3	211	1.1	1858	9.7	922	4.8													7135	37.3
AUG-SEP-OCT	17149	17.72	9.2	909	4.7	37.5	2343	12.0	2295	11.9	1386	5.6	844	4.4			1823	8.5	1067	5.7													7288	38.8
OCT-NOV-DEC	16133	14.54	9.1	850	4.7	40.5	2043	11.5	2246	12.4	942	5.5	750	4.1			1394	7.7	1512	8.3													6639	36.6

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TREND TABLE 5  
SHAMPOOS  
CONSUMER SALES - BY ITEM  
UNIT BASIS (000)

1955	TOTAL ALL ITEMS	DRENE			LIQUID PRELL ALL SIZES	HALO ALL SIZES	BRECK ALL SIZES	TONI PAMPER ALL SIZES	TONI WHITE RAIN ALL SIZES	LUSTRE CREME ALL SIZES	PRELL ALL SIZES	SHASTA ALL SIZES	ALL-OTHER SHAMPOOS ALL TYPES
		NEW	REGULAR	TOTAL									
JUL-AUG	10097 100%		499 4.9%		541 5.4%	1313 13.0%	1028 10.2%	248 2.5%	516 5.1%	700 7.0%	486 4.6%	343 2.4%	4341 44.9%
SEP-OCT	9385 100		493 5.3		500 5.3	1127 12.0	1001 10.7	227 2.5	472 5.0	631 6.6	407 4.3	237 2.5	4270 45.6
NOV-DEC	8802 100	NOT METD.	484 5.5		483 5.4	1039 12.0	1004 11.4	242 2.8	413 4.7	570 6.5	379 4.3	189 2.2	3979 45.2
1956													
JAN-FEB	8834 100%	29 0.3%	456 5.2%	485 5.5%	475 5.4%	1026 11.6%	1019 11.5%	NOT SEC.	475 5.4%	583 6.6%	510 5.7%	184 2.1%	4077 46.2%
MAR-APR	9399 100	117 1.2	378 4.1	495 5.3	503 5.4	1032 11.2	1038 11.1		521 5.6	621 6.6	486 5.2	197 2.1	4446 47.5

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**TREND TABLE 3**  
**SHAMPONS**  
**CONSUMER SALES - BY ITEM**  
**UNIT BASIS (000)**

<u>1994</u>	<u>TOTAL</u> <u>ALL ITEMS</u>	<u>BRECK</u> <u>ALL SIZES</u>	<u>TIDE PRELL</u> <u>ALL SIZES</u>	<u>LIQUID PRELL</u> <u>ALL SIZES</u>	<u>SHASTA</u> <u>ALL SIZES</u>	<u>HALO</u> <u>ALL SIZES</u>	<u>BRECK</u> <u>ALL SIZES</u>	<u>LUSTRE CREME</u> <u>ALL SIZES</u>	<u>ALL-OTHER</u> <u>SHAMPONS</u> <u>ALL TYPES</u>
MAY-JUN	9882 100%	484 5.1%	488 4.8%	359 5.6%	190 2.0%	1032 11.0%	1033 11.1%	719 7.0%	9882 92.0%
JUL-AUG	9468 100	480 5.1	481 5.0	364 6.0	172 1.8	1040 11.0	1056 11.1	650 6.9	9025 93.1
SEP-OCT	9312 100	424 4.6	412 4.4	337 5.8	150 1.6	980 10.5	1033 11.1	583 6.1	8213 85.9
NOV-DEC	8008 100	484 5.6	359 4.2	305 5.9	148 1.7	880 10.2	942 11.4	490 5.8	4754 55.2

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# TREND TABLE 5

## SHAMPOOS

### CONSUMER SALES - BY ITEM

#### UNIT BASIS (000)

L-3

1956	TOTAL ALL ITEMS	CREME ALL SIZES	TUBE PRELL ALL SIZES	LIQUID PRELL ALL SIZES	SHASTA ALL SIZES	HALO ALL SIZES	BRECK ALL SIZES	LUSTRE CREME ALL SIZES	ALL-OTHER SHAMPOOS ALL TYPES
MAY-JUN	9562 100%	484 5.1%	463 4.8%	559 5.8%	190 2.0%	1052 11.0%	1063 11.1%	719 7.6%	9032 52.6%
JUL-AUG	9468 100	480 5.1	481 5.0	564 6.0	172 1.8	1040 11.0	1056 11.1	650 6.9	9025 53.1
SEP-OCT	9312 100	424 4.6	412 4.4	537 5.8	150 1.6	980 10.5	1033 11.1	563 6.1	9213 55.9
NOV-DEC	8930 100	484 5.6	359 4.2	505 5.9	148 1.7	880 10.2	982 11.4	496 5.8	4754 55.2
1957									
JAN-FEB	8774 100%	505 5.7%	424 4.9%	520 6.0%	135 1.5%	859 9.8%	978 11.1%	488 5.6%	4865 55.4%
MAR-APR	9235 100	455 4.9	456 5.0	589 6.2	127 1.3	927 10.1	1022 11.1	521 5.6	5158 55.8
MAY-JUN	9061 100	405 4.9	435 4.4	561 5.7	120 1.2	917 9.3	982 10.0	503 5.1	5700 58.4
JUL-AUG	9385 100	460 4.9	446 4.7	585 6.3	118 1.2	939 10.0	1012 10.8	585 6.2	4751 50.7
SEP-OCT	9380 100	414 4.4	421 4.5	572 6.1	NOT SEG.	801 9.2	998 10.6	511 5.5	4626 49.6
NOV-DEC	8923 100	402 4.7	361 4.1	558 6.5		781 9.1	964 11.1	463 5.4	4019 46.6

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1957	WHITL RAIN ALL TYPES AND SIZES	ENDEN ALL SIZES
MAY-JUN	NOT SEG.	
JUL-AUG	489 5.2%	NOT SEG.
SEP-OCT	427 4.6	518 5.5%
NOV-DEC	411 4.8	664 7.7



M-1

Commission's Exhibit No. 629 C  
Nielsen Trend Table 4—shampoos

TREND TABLE 4

SHAMPOOS

CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT COST PRICE TO CONSUMER

	TOTAL ALL ITEMS	DRENE ALL SIZES	TUBE PRELL ALL SIZES	LIQUID PRELL ALL SIZES	SHASTA ALL SIZES	HALO ALL SIZES	BRECK ALL SIZES	LUSTRE CREME ALL SIZES	ALL-OTHER SHAMPOOS ALL TYPES
<u>1956</u>									
APR-MAY	\$11080 100%	\$ 801 7.2%	\$ 634 5.8%	\$1017 9.1%	\$ 263 2.4%	\$1985 17.9%	\$1104 10.0%	\$1271 11.3%	\$4004 36.1%
JUN-JUL	11389 100	750 6.6	617 5.4	1112 9.8	225 1.9	2024 17.8	1134 9.9	1327 11.6	4210 37.0
AUG-SEP	11484 100	781 6.8	586 5.1	1154 10.1	194 1.7	2006 17.5	1189 10.2	1201 10.4	4883 38.4
OCT-NOV	10660 100	709 6.7	564 5.3	1105 10.3	174 1.7	1763 16.5	1153 10.8	1061 10.0	4131 38.7
<u>1956-57</u>									
DEC JAN	\$10450 100%	\$768 7.3%	\$539 5.2%	\$1082 10.4%	\$170 1.6%	\$1711 16.4%	\$1174 11.2%	\$1024 9.8%	\$3982 38.1%
FEB-MAR	10680 100	723 6.8	605 5.7	1159 11.0	165 1.5	1733 16.4	1186 11.2	979 9.2	4880 38.2
APR-MAY	11835 100	737 6.2	574 4.8	1261 10.7	138 1.2	1839 15.5	1271 10.8	1093 9.2	4822 41.6
JUN-JUL	12230 100	729 6.0	551 4.5	1273 10.4	137 1.1	1822 14.9	1242 10.2	1305 10.7	4413 36.0
AUG-SEP	12174 100	697 5.7	553 4.5	1397 11.5	NOT SEG.	1823 15.0	1344 11.1	1129 9.3	4028 33.1
OCT-NOV	11510 100	642 5.6	505 4.4	1299 11.3		1657 14.4	1327 11.5	960 8.4	3708 32.2

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	WHITE RAIN ALL TYPES ALL SIZES	ENDERB ALL TYPES ALL SIZES
<u>1957</u>		
APR-MAY	NOT SEG.	
JUN-JUL	\$758 6.2%	NOT SEG.
AUG-SEP	798 6.3	\$405 3.3%
OCT-NOV	736 6.4	678 5.8

Commission's Exhibit No. 631A-C  
Nielsen Trend Table 4—shampoos

TREND TABLE 4

SHAMPOOS

CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT COST PRICE TO CONSUMER

1955	TOTAL ALL ITEMS	NEW	ORENE REGULAR	TOTAL	LIQUID PRELL ALL SIZES	HALO ALL SIZES	BRECK ALL SIZES	TONI PAMPER ALL SIZES	TONI WHITE RAIN ALL SIZES	LUSTRE CREME ALL SIZES	PRELL ALL SIZES	SHASTA ALL SIZES	ALL-OTHER SHAMPOOS ALL TYPES
JUL-AUG	\$8419 100%		\$278 4.3%		\$313 4.6%	\$552 8.6%	\$948 14.7%	\$142 2.2%	\$329 5.2%	\$645 10.1%	\$310 4.8%	\$132 2.0%	\$2773 43.2
SEP-OCT	6226 100		270 4.3		295 4.8	503 8.0	935 15.1	132 2.1	306 4.9	574 9.3	278 4.4	129 2.0	2806 45.1
NOV-DEC	5910 100	NOT MKTD.	251 4.2		287 4.8	479 8.1	935 15.9	141 2.4	282 4.4	506 8.6	254 4.3	102 1.7	2693 45.6
1956													
JAN-FEB	\$6007 100%	\$ 18 0.3%	\$236 3.9%	\$254 4.2%	\$280 4.7%	\$469 7.8%	\$945 15.7%	NOT SEG.	\$314 5.3%	\$517 8.6%	\$300 5.0%	\$104 1.7%	\$2824 47.0
MAR-APR	6449 100	73 1.1	194 3.0	267 4.1	295 4.6	502 7.8	958 14.9		343 5.3	570 8.8	294 4.5	114 1.8	3106 48.2

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TREND TABLE 4

SHAMPOOS

CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT COST PRICE TO CONSUMER

<u>1956</u>	<u>TOTAL</u> <u>ALL ITEMS</u>	<u>DRENE</u> <u>ALL SIZES</u>	<u>TUBE PRELL</u> <u>ALL SIZES</u>	<u>LIQUID PRELL</u> <u>ALL SIZES</u>	<u>SHASTA</u> <u>ALL SIZES</u>	<u>HALO</u> <u>ALL SIZES</u>	<u>BRECK</u> <u>ALL SIZES</u>	<u>LUSTRE CREME</u> <u>ALL SIZES</u>	<u>ALL-OTHER</u> <u>SHAMPOOS</u> <u>ALL TYPES</u>
MAY-JUN	\$6708 100%	\$273 4.1%	\$291 4.3%	\$324 4.8%	\$112 1.7%	\$534 8.0%	\$ 985 14.6%	\$713 16.7%	\$3476 51.8%
JUL-AUG	6514 100	273 4.2	308 4.7	326 5.0	103 1.5	557 8.6	982 15.0	590 9.1	3375 51.8
SEP-OCT	6713 100	245 3.7	279 4.1	322 4.8	93 1.4	523 7.8	965 14.4	520 7.7	3766 56.1
NOV-DEC	6235 100	243 3.9	247 3.9	317 5.1	93 1.5	467 7.5	910 14.6	454 7.3	3504 56.2

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## TREND TABLE 4

## SHAMPOOS

## CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

## AT COST PRICE TO CONSUMER

1956	TOTAL ALL TYPES	CREME ALL SIZES	TUBE PRELL ALL SIZES	LIQUID PRELL ALL SIZES	SHASTA ALL SIZES	HALO ALL SIZES	BRECK ALL SIZES	LUSTRE CREME ALL SIZES	ALL-OTHER SHAMPOOS ALL TYPES
MAY-JUN	\$6708 100%	\$273 4.1%	\$291 4.3%	\$324 4.8%	\$112 1.7%	\$534 8.0%	\$985 14.6%	\$713 10.7%	\$3475 51.8%
JUL-AUG	6514 100	273 4.2	308 4.7	326 5.0	103 1.5	557 8.6	982 15.0	590 9.1	3175 51.8
SEP-OCT	6713 100	245 3.7	279 4.1	322 4.8	93 1.4	523 7.8	965 14.4	520 7.7	3766 56.1
NOV-DEC	6235 100	243 3.9	247 3.9	317 5.1	93 1.5	467 7.5	910 14.6	454 7.3	3504 56.2
1957									
JAN-FEB	\$6434 100%	\$246 3.8%	\$263 4.1%	\$331 5.2%	\$ 85 1.3%	\$480 7.4%	\$ 916 14.3%	\$438 6.8%	\$3673 57.1%
MAR-APR	6825 100	232 3.4	274 4.0	362 5.3	80 1.2	521 7.6	968 14.2	462 6.8	3926 57.5
MAY-JUN	7432 100	243 3.3	279 3.7	354 4.7	73 1.1	509 6.9	942 12.9	576 7.5	4304 60.2
JUL-AUG	6727 100	227 3.3	280 4.0	390 5.6	74 1.1	513 7.4	949 13.7	553 8.0	3644 52.6
SEP-OCT	7025 100	212 3.0	242 4.1	375 5.4	NOT SEC.	480 6.8	951 13.5	494 7.1	3261 46.3
NOV-DEC	6620 100	208 3.1	243 3.7	355 5.4		436 6.6	919 13.8	434 6.6	2933 44.3

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1957	WHITE RAIN ALL TYPES AND SIZES	ENDEN ALL SIZES
MAY-JUN	NOT SEC.	
JUL-AUG	\$297 4.3%	NOT SEC.
SEP-OCT	268 3.8	\$692 9.8%
NOV-DEC	256 3.9	804 12.6

Commission's Exhibit No. 632A-D  
Nielsen Trend Table 4—dentifrices



TREND TABLE 4

IDENTIFIERS

CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT COST PRICE TO CONSUMER

1955	TOTAL DENTIFRICES	COLGATE REGULAR				TOTAL	GLEEM				TOTAL	TOOTH PASTES				TOTAL	CREST				TOTAL	PERSOL			
		15	25	45	65		15	25	45	65		31	53	68	88		12	17	25	45					
NOV-DEC	\$8370 100%					\$2529 30.2%					\$1460 17.3%														
1956																									
JAN-FEB	\$8230 100%					\$2454 29.8%					\$1343 16.3%					\$ 693 8.6%									
MAR-APR	\$591 100					2263 27.0					1264 15.0					1145 13.7									
MAY-JUN	\$578 100					2195 25.6					1258 14.6					975 11.4									
JUL-AUG	\$680 100					2323 26.2					1345 15.2					928 10.4									
SEP-OCT	\$800 100	\$ 42 0.5%	\$474 5.1%	\$679 7.4%	\$1155 12.3%	2350 25.5	\$ 1 0.1%	\$209 2.3%	\$418 4.3%	\$679 7.4%	1367 14.9	\$143 1.6%	\$289 3.1%	\$483 5.2%	915 9.9	\$ 16 0.2%	\$ 1	-	\$123 1.4%	\$414					
NOV-DEC	\$642 100	26 0.3	416 4.8	657 7.6	1171 13.4	2270 26.1	2 0.1	203 2.3	587 6.8	388 6.7	1380 15.9	121 1.4	251 2.9	444 5.1	816 9.4	6 0.1	-	-	187 1.2	322					
1957																									
JAN-FEB	\$8633 100%	\$ 23 0.3%	\$390 4.5%	\$616 7.1%	\$1132 13.1%	\$2168 25.1%	\$ 1 -	\$209 2.4%	\$574 6.7%	\$629 7.3%	\$1415 16.4%	\$107 1.2%	\$367 4.3%	\$374 4.3%	\$ 848 9.8%	\$ 3 0.1%	-	-	\$185 1.3%	\$434					

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**TREND TABLE 4**

**DENTAL FEES**

CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT COST PRICE TO CONSUMER

		TOOTH PASTES										PERIODONT REGIMEN										SPRAYS		ALL REMAINING PASTES & POWDERS	
		GLEEN				CREST																			
		15	25	45	65	TOTAL	31	53	66	TOTAL	12	17	29	49	65	79	TOTAL	10	25	43	63	TOTAL			
1.25						\$1460 17.3%											\$815 9.7%					\$677 8.1%	\$2880 34.3%		
1.05						\$1343 16.3%				\$ 653 8.0%							\$794 9.7%					\$680 7.3%	\$2360 28.9%		
1.0						1264 15.0				1145 13.7							776 9.3					588 7.0	2353 28.0		
1.0						1258 14.6				975 11.6							858 10.0					611 7.2	2661 31.2		
1.2						1345 15.2				928 10.4							982 11.1					681 7.6	2623 29.3		
1.5	\$ 1 0.15	\$209 2.9%	\$418 4.3%	\$679 7.4%	1367 14.9	\$143 1.4%	\$289 3.1%	\$483 5.2%	915 9.9	\$ 16 0.2%	\$ 1 -	\$123 1.4%	\$414 4.3%	\$282 3.0%	\$128 1.4%	964 10.5	\$ 6 0.1%	\$135 1.3%	\$185 1.7%	\$515 5.4%	\$21 0.9	2788 30.3			
1.1	2 0.1	203 2.3	587 6.8	588 6.7	1380 15.9	121 1.4	251 2.9	444 3.1	816 9.4	6 0.1	- -	107 1.2	322 3.7	285 3.3	133 1.6	853 9.9	3 -	118 1.4	175 2.0	516 3.9	814 9.3	2549 29.4			
1.15	\$ 1 -	\$209 2.4%	\$576 6.7%	\$629 7.3%	\$1415 16.4%	\$107 1.2%	\$367 4.3%	\$374 4.3%	\$ 848 9.8%	\$ 5 0.1%	- -	\$103 1.2%	\$424 4.9%	\$263 3.0%	\$126 1.3%	\$521 10.7%	\$ 5 0.1%	\$134 1.4%	\$288 2.3%	\$488 2.6%	\$815 9.4%	\$2466 28.0			

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## TREND TABLE 4 (SHEET 1 OF 2)

## DENTIFRICES

## CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

## AT COST PRICE TO CONSUMER

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1956	TOTAL DENTIFRICES	COLGATE REGULAR					TOTAL	TOOTH PASTES					TOTAL
		15¢	31¢	53¢	69¢	83¢		15¢	31¢	53¢	69¢	83¢	
NOV-DEC	\$ 8682 100%	\$ 26 0.3%	\$416 4.8%	\$657 7.6%	\$1171 13.4%	NOT MKTD.	\$2270 26.1%	\$ 2 0.1%	\$203 2.3%	\$567 6.9%	\$588 6.7%		\$1380 15.9%
1957													
JAN-FEB	\$ 8633 100%	\$ 23 0.3%	\$390 4.5%	\$616 7.1%	\$1132 13.1%	\$ 7 0.1%	\$2168 25.1%	\$ 1 -	\$209 2.4%	\$576 6.7%	\$629 7.3%		\$1415 16.4%
MAR-APR	8941 100	25 0.3	400 4.5	656 7.3	1013 11.3	256 2.9	2350 26.3	2 -	220 2.4	476 5.4	712 7.9		1410 15.7
MAY-JUN	9372 100	35 0.4	439 4.7	652 6.9	878 9.4	438 4.7	2442 26.1	1 -	247 2.6	472 5.0	743 8.0	NOT MKTD.	1463 15.6
JUL-AUG	9166 100	43 0.5	491 5.3	701 7.7	809 8.8	535 5.8	2579 28.1	1 0.1	287 3.1	482 5.2	723 7.9	\$ 64 0.7%	1557 17.0
SEP-OCT	10047 100	33 0.3	737 7.4	631 6.2	816 8.2	592 5.9	2809 28.0	3 -	260 2.6	526 5.2	653 7.5	260 2.6	1702 16.9
NOV-DEC	9846 100	32 0.3	592 6.0	609 6.2	761 7.8	625 6.3	2517 26.6	3 -	241 2.5	555 5.5	544 5.5	262 2.7	1605 16.3

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## TREND TABLE 4 (SHEET 1 OF 2)

## DENTIFRICES

## CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

## AT COST PRICE TO CONSUMER

TOOTH PASTES													
GLEEM													
CREST													
83/	83/	TOTAL	15/	31/	53/	69/	83/	TOTAL	31/	53/	69/	83/	TOTAL
13.4%	NOT MKTD.	\$2270 26.1%	\$ 2 0.1%	\$203 2.3%	\$567 6.9%	\$588 6.7%		\$1380 15.9%	\$121 1.4%	\$251 2.9%	\$444 5.1%		\$816 9.4%
13.1%	\$ 7 0.1%	\$2168 25.1%	\$ 1 -	\$209 2.4%	\$576 6.7%	\$629 7.3%		\$1415 16.4%	\$107 1.2%	\$367 4.3%	\$374 4.3%		\$848 9.6%
11.3	236 2.9	2350 26.3	2 -	220 2.4	476 5.4	712 7.9		1410 15.7	104 1.2	354 3.9	344 3.9		802 9.0
9.4	438 4.7	2442 26.1	1 -	247 2.6	472 5.0	743 8.0	NOT MKTD.	1463 15.6	117 1.2	292 3.1	389 4.2	NOT MKTD.	798 8.5
8.8	535 5.8	2579 28.1	1 0.1	287 3.1	482 5.2	723 7.9	\$ 64 0.7%	1557 17.0	123 1.4	250 2.7	364 4.0	\$ 27 0.3%	764 8.4
8.2	592 5.9	2809 28.0	3 -	260 2.6	526 5.2	653 7.5	260 2.6	1702 16.9	112 1.1	247 2.5	332 3.3	123 1.2	814 8.1
7.8	625 6.3	2817 26.6	3 -	241 2.5	555 5.5	544 5.8	262 2.7	1605 16.3	106 1.1	237 2.4	292 3.0	139 1.4	774 7.9

632B

6901

## TREND TABLE 4

## DENTIFRICES

CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT COST PRICE TO CONSUMER

6901

1955	TOTAL DENTIFRICES	COLGATE REGULAR				TOTAL	GLEEN				TOTAL	TOOTH PASTES				TOTAL	1956-57		
		12 & 15	7 1/2	4 1/2	6 1/2		1 1/2	2 1/2	4 1/2	6 1/2		3 1/2	5 1/2	6 1/2	12		1 1/2	2 1/2	
OCT-NOV	\$15888 100%					\$6423 40.4%					\$4281 27.0%				\$ 272 1.7%				
1955-56																			
DEC-JAN	\$18363 100%					\$6381 39.0%					\$4264 26.1%				\$ 635 3.9%				
FEB-MAR	15070 100					5783 36.0					3776 23.5				2178 13.5				
APR-MAY	16616 100					5781 34.2					3833 22.8				2283 14.0				
JUN-JUL	14823 100					5788 34.3					3798 22.6				2130 12.6				
AUG-SEP	18113 100	\$148 1.1%	\$1819 10.0%	\$2291 12.6%	\$1907 10.6%	6205 34.3	\$ 16 -	\$1370 7.0%	\$1578 8.7%	\$1279 7.1%	4243 23.4	\$385 3.0%	\$ 960 5.0%	\$788 4.2%	2216 12.2	\$ 2 -	\$ 2 -	\$336 1.9%	
OCT-NOV	19466 100	166 0.9	1726 8.8	2271 11.7	2813 14.3	6176 31.7	12 0.1%	1127 5.8	1734 9.0	1314 6.7	4287 21.6	632 3.3	1386 7.0	1186 6.0	3164 16.3	1 -	2 -	336 1.7	
1956-57																			
DEC-JAN	\$19074 100%	\$149 0.8%	\$1675 8.8%	\$2357 12.3%	\$2096 11.0%	\$6277 32.9%	\$ 11 0.1%	\$1014 5.3%	\$2184 11.4%	\$1285 6.0%	\$4494 23.8%	\$547 2.9%	\$1109 5.6%	\$888 4.6%	\$2544 13.3%	\$ 2 -	-	\$336 1.8%	

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COLGATE  
REGULAR  
7 1/2

1955  
OCT-NOV NOT MKTD

1956-57  
DEC JAN



TREND TABLE 4  
 IDENTIFIERS  
 CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)  
 AT COST PRICE TO CONSUMER

H1

6901

632C

TOOTH PASTES																						ALL		
GLEEN				CREST				PEPSODENT REGULAR				100% WHITENING				100% WHITENING				PAPER & PAPER				
25	45	65	TOTAL	31	51	65	TOTAL	12	17	25	45	65	75	TOTAL	10	20	45	65	TOTAL	10	20	45	TOTAL	
			\$4281 27.05				\$ 272 1.75							\$1385 10.85					\$1277 7.75	\$1110 12.25				
			\$4284 26.15				\$ 435 3.95							\$1721 10.35					\$1275 7.45	\$1085 12.75				
			3775 23.5				2170 13.5							1030 10.0					1030 6.5	1030 10.5				
			3833 22.0				2383 14.0							1723 10.2					-	-	3150 10.0			
			3798 22.0				2130 12.0							1875 11.1					-	-	3152 10.4			
0.15	\$1370 7.05	\$1578 8.75	\$1279 7.15	4243 23.4	\$385 3.05	\$ 900 5.05	\$768 4.25	2215 12.2	\$ 2	-	\$ 2	-	\$336 1.95	\$1029 5.85	\$502 2.85	\$ 49 0.25	1930 10.0	\$ 12	-	\$390 2.25	\$384 2.85	\$488 2.45	1325 7.0	2114 11.7
0.15	1127 5.0	1754 9.0	1314 6.7	4287 21.0	632 3.3	1386 7.0	1166 6.0	3164 16.3	1	-	2	-	336 1.7	954 4.9	384 3.0	35 0.3	1932 9.9	10 0.15	339 1.0	336 2.7	611 4.2	1707 6.0	2050 11.7	
0.15	\$1014 5.35	\$2184 11.45	\$1285 6.85	\$4494 23.65	\$547 2.85	\$1109 5.85	\$888 4.05	\$2544 13.35	\$ 2	-	-	-	\$336 1.85	\$982 4.05	\$813 3.25	\$ 38 0.25	\$1891 9.85	\$ 10 0.15	\$342 1.85	\$685 3.25	\$744 3.85	\$1745 9.15	\$1277 11.25	

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TABLE 4 (SHEET 1 OF 2)

DENTIFRICES

CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

AT COST PRICE TO CONSUMER

6901

1956	TOTAL DENTIFRICES	COLGATE REGULAR					TOTAL	GLENN					TOOTH PASTES				
		15¢	31¢	53¢	69¢	83¢		15¢	31¢	53¢	69¢	83¢	TOTAL	31¢	53¢	69¢	83¢
OCT-NOV	\$19466 100%	\$186 0.9%	\$1720 8.8%	\$2271 11.7%	\$2013 10.3%	NOT MKTD.	\$2176 31.7%	\$ 12 0.1%	\$1127 5.8%	\$1754 9.0%	\$1314 6.7%		\$4207 21.6%	\$632 3.3%	\$1366 7.0%	\$1166 6.0%	
956 57																	
DEC-JAN	\$19074 100%	\$149 0.8%	\$1575 8.8%	\$2357 12.3%	\$2096 11.0%		\$2777 32.9%	\$ 11 0.1%	\$1014 5.3%	\$2184 11.4%	\$1285 6.3%		\$4494 23.6%	\$547 2.8%	\$1109 5.9%	\$ 888 4.6%	
FEB-MAR	19418 100	153 0.8	1672 8.6	2414 12.4	2118 10.9	\$ 54 0.3%	6411 33.3	14 0.1	1130 5.8	1984 10.2	1477 7.6		4605 23.7	487 2.5	1279 6.6	703 3.6	
APR-MAY	19913 100	176 0.9	1735 8.7	2467 12.4	1965 9.9	409 2.0	6752 33.9	19 0.1	1165 5.9	1930 9.7	1520 7.6	NOT MKTD.	4634 23.3	483 2.4	1029 5.2	716 3.6	NOT MKTD.
JUN-JUL	19461 100	182 0.9	1750 9.0	2415 12.4	1799 9.3	550 2.8	6697 34.4	23 0.1	1159 5.0	1942 10.0	1552 7.9		4676 24.0	491 2.6	896 4.6	731 3.7	
AUG-SEP	20604 100	186 0.9	1969 9.5	2559 12.4	1953 9.5	636 3.0	7303 35.3	21 0.1	1273 6.2	2086 10.1	1905 7.8	\$133 0.6%	5118 24.8	497 2.4	829 4.0	717 3.5	\$ 25 0.1
OCT-NOV	21807 100	168 0.9	243 11.1	2569 11.8	2022 9.3	742 3.4	795 3.5	15 0.1	1270 5.9	1588 5.1	1569 7.2	294 1.3	5136 23.5	513 2.4	872 4.0	737 3.4	83 0.1

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## TEND TABLE 4 (SHEET 1 OF 2)

## DENTIFRICES

## CONSUMER SALES - BY ITEM - DOLLAR BASIS (000)

## AT COST PRICE TO CONSUMER

6901

6320

TOOTH PASTES																			
OLGATE REGULAR				GLEEN				CREST				PEPSODENT REGULAR							
69	83	TOTAL	15	31	53	69	83	TOTAL	31	53	69	83	TOTAL	15	31	53	59	83	TOTAL
11.7%	\$2013 10.3%	NOT MKTD.	\$6175 31.7%	\$ 12 0.1%	\$1127 5.8%	\$1734 9.0%	\$1314 6.7%	\$4207 21.6%	\$632 3.3%	\$1366 7.0%	\$1166 6.0%		\$3166 16.3%	\$ 3	\$236 1.7%	\$ 934 4.9%	\$584 3.0%	\$ 55 0.3%	\$1932 9.9%
12.3%	\$2086 11.0%		\$6277 32.9%	\$ 11 0.1%	\$1014 5.3%	\$2184 11.4%	\$1285 6.3%	\$4494 23.6%	\$547 2.8%	\$1109 5.9%	\$ 888 4.0%		\$2544 13.3%	\$ 2	\$336 1.8%	\$ 882 4.0%	\$613 3.2%	\$ 58 0.3%	\$1891 9.9%
12.4	2118 10.9	\$ 54 0.3%	6411 33.3	14 0.1	1130 5.8	1984 10.2	1477 7.6	4605 23.7	487 2.5	1279 6.6	703 3.6		2469 12.7	4 0.1%	342 1.7	1208 6.3	573 2.9	61 3.3	2188 11.3
12.4	1965 9.9	409 2.0	6752 33.9	19 0.1	1185 5.9	1930 9.7	1520 7.6	4634 23.3	483 2.4	1029 5.2	716 3.6	NOT MKTD.	2228 11.2	3	373 1.9	1121 5.6	563 3.0	65 0.3	2161 10.8
12.4	1799 9.3	550 2.8	6697 34.4	23 0.1	1159 5.0	1942 10.0	1352 7.9	4676 24.0	491 2.6	896 4.6	731 3.7		2118 10.9	6 0.1	434 2.0	996 5.2	634 3.2	66 0.3	2099 10.8
12.4	1953 9.5	636 3.0	7303 35.3	21 0.1	1273 6.2	2086 10.1	1505 7.8	5133 24.8	497 2.4	829 4.0	717 3.5	\$ 25 0.1%	2068 10.0	6 0.1	409 1.9	963 4.7	626 3.0	82 0.4	2080 10.1
11.8	2022 9.3	742 3.4	7957 38.5	15 0.1	1270 5.9	1588 5.1	1569 7.2	5136 23.5	513 2.4	872 4.0	737 3.4	83 0.4	2275 10.2	5	404 1.9	975 4.0	665 3.1	103 0.5	2082 9.4

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# SHARES OF OUNCE SALES OF DENTIFRICES • Total U.S.

DRUG & FOOD STORES COMBINED

TOTAL OUNCE SALES (MILLIONS)	1947	1948	1949	1950	1951	1952	1953	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970
COLGATE REG.	347	368	378	385	392	398	405	412	418	425	432	438	445	452	458	465	472	478	485	492	498	505	512	518
PEPSODENT REG.	185	190	195	200	205	210	215	220	225	230	235	240	245	250	255	260	265	270	275	280	285	290	295	300
IPANA REG.	63	65	67	69	71	73	75	77	79	81	83	85	87	89	91	93	95	97	99	101	103	105	107	109
IPANA PLUS	57	59	61	63	65	67	69	71	73	75	77	79	81	83	85	87	89	91	93	95	97	99	101	103
A.O. DENTIFRICES	230	235	240	245	250	255	260	265	270	275	280	285	290	295	300	305	310	315	320	325	330	335	340	345
GLEEM	189	195	200	205	210	215	220	225	230	235	240	245	250	255	260	265	270	275	280	285	290	295	300	305
CREST	109	112	115	118	121	124	127	130	133	136	139	142	145	148	151	154	157	160	163	166	169	172	175	178
UNIONIC DEC. 31 IN 1954	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977
UNIONIC NOV 50 IN FOOD	1954	1955	1956	1957	1958	1959	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973	1974	1975	1976	1977

4-6 MONTHS

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FEDERAL TRADE COMMISSION

DATE 7/9/57

IN THE MATTER OF

CLOROX COMPANY

AL

Commission's Exhibit No. 646

Nielsen chart on liquid bleach sales in Southeast

# Competitive Shares of LIQUID BLEACH SALES - Southeast

Weekly Sales - Quoted Against Total

TOTAL VOLUME (000)

14519 15119 15719 16319 16919 17519 18119 18719 19319 19919 20519 21119 21719 22319 22919 23519 24119 24719 25319 25919 26519 27119 27719 28319 28919 29519 30119 30719 31319 31919 32519 33119 33719 34319 34919 35519 36119 36719 37319 37919 38519 39119 39719 40319 40919 41519 42119 42719 43319 43919 44519 45119 45719 46319 46919 47519 48119 48719 49319 49919 50519 51119 51719 52319 52919 53519 54119 54719 55319 55919 56519 57119 57719 58319 58919 59519 60119 60719 61319 61919 62519 63119 63719 64319 64919 65519 66119 66719 67319 67919 68519 69119 69719 70319 70919 71519 72119 72719 73319 73919 74519 75119 75719 76319 76919 77519 78119 78719 79319 79919 80519 81119 81719 82319 82919 83519 84119 84719 85319 85919 86519 87119 87719 88319 88919 89519 90119 90719 91319 91919 92519 93119 93719 94319 94919 95519 96119 96719 97319 97919 98519 99119 99719 100319 100919 101519 102119 102719 103319 103919 104519 105119 105719 106319 106919 107519 108119 108719 109319 109919 110519 111119 111719 112319 112919 113519 114119 114719 115319 115919 116519 117119 117719 118319 118919 119519 120119 120719 121319 121919 122519 123119 123719 124319 124919 125519 126119 126719 127319 127919 128519 129119 129719 130319 130919 131519 132119 132719 133319 133919 134519 135119 135719 136319 136919 137519 138119 138719 139319 139919 140519 141119 141719 142319 142919 143519 144119 144719 145319 145919 146519 147119 147719 148319 148919 149519 150119 150719 151319 151919 152519 153119 153719 154319 154919 155519 156119 156719 157319 157919 158519 159119 159719 160319 160919 161519 162119 162719 163319 163919 164519 165119 165719 166319 166919 167519 168119 168719 169319 169919 170519 171119 171719 172319 172919 173519 174119 174719 175319 175919 176519 177119 177719 178319 178919 179519 180119 180719 181319 181919 182519 183119 183719 184319 184919 185519 186119 186719 187319 187919 188519 189119 189719 190319 190919 191519 192119 192719 193319 193919 194519 195119 195719 196319 196919 197519 198119 198719 199319 199919 200519 201119 201719 202319 202919 203519 204119 204719 205319 205919 206519 207119 207719 208319 208919 209519 210119 210719 211319 211919 212519 213119 213719 214319 214919 215519 216119 216719 217319 217919 218519 219119 219719 220319 220919 221519 222119 222719 223319 223919 224519 225119 225719 226319 226919 227519 228119 228719 229319 229919 230519 231119 231719 232319 232919 233519 234119 234719 235319 235919 236519 237119 237719 238319 238919 239519 240119 240719 241319 241919 242519 243119 243719 244319 244919 245519 246119 246719 247319 247919 248519 249119 249719 250319 250919 251519 252119 252719 253319 253919 254519 255119 255719 256319 256919 257519 258119 258719 259319 259919 260519 261119 261719 262319 262919 263519 264119 264719 265319 265919 266519 267119 267719 268319 268919 269519 270119 270719 271319 271919 272519 273119 273719 274319 274919 275519 276119 276719 277319 277919 278519 279119 279719 280319 280919 281519 282119 282719 283319 283919 284519 285119 285719 286319 286919 287519 288119 288719 289319 289919 290519 291119 291719 292319 292919 293519 294119 294719 295319 295919 296519 297119 297719 298319 298919 299519 300119 300719 301319 301919 302519 303119 303719 304319 304919 305519 306119 306719 307319 307919 308519 309119 309719 310319 310919 311519 312119 312719 313319 313919 314519 315119 315719 316319 316919 317519 318119 318719 319319 319919 320519 321119 321719 322319 322919 323519 324119 324719 325319 325919 326519 327119 327719 328319 328919 329519 330119 330719 331319 331919 332519 333119 333719 334319 334919 335519 336119 336719 337319 337919 338519 339119 339719 340319 340919 341519 342119 342719 343319 343919 344519 345119 345719 346319 346919 347519 348119 348719 349319 349919 350519 351119 351719 352319 352919 353519 354119 354719 355319 355919 356519 357119 357719 358319 358919 359519 360119 360719 361319 361919 362519 363119 363719 364319 364919 365519 366119 366719 367319 367919 368519 369119 369719 370319 370919 371519 372119 372719 373319 373919 374519 375119 375719 376319 376919 377519 378119 378719 379319 379919 380519 381119 381719 382319 382919 383519 384119 384719 385319 385919 386519 387119 387719 388319 388919 389519 390119 390719 391319 391919 392519 393119 393719 394319 394919 395519 396119 396719 397319 397919 398519 399119 399719 400319 400919 401519 402119 402719 403319 403919 404519 405119 405719 406319 406919 407519 408119 408719 409319 409919 410519 411119 411719 412319 412919 413519 414119 414719 415319 415919 416519 417119 417719 418319 418919 419519 420119 420719 421319 421919 422519 423119 423719 424319 424919 425519 426119 426719 427319 427919 428519 429119 429719 430319 430919 431519 432119 432719 433319 433919 434519 435119 435719 436319 436919 437519 438119 438719 439319 439919 440519 441119 441719 442319 442919 443519 444119 444719 445319 445919 446519 447119 447719 448319 448919 449519 450119 450719 451319 451919 452519 453119 453719 454319 454919 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2684<sup>5</sup>

Commission's Exhibit No. 684  
A & P purchases of Bright Sail and Clorox  
1956-1958

A&P Case Purchases of Bright Sail and Clorox  
1956-1958 (for six month periods)  
(on quart equivalent basis)

	<u>Clorox <math>\frac{1}{2}</math> (quarts)</u>	<u>Bright Sail <math>\frac{1}{2}</math> (quarts)</u>	<u>Bright Sail as percent of Clorox</u>
1956 - first six months	13,197,760	11,485,572	87.0
1956 - last six months	14,671,564	13,112,056	89.4
1957 - first six months	14,372,416	12,093,060	84.1
1957 - last six months	15,799,324	13,734,148	86.9
1958 - first six months	14,563,540	12,913,268	88.7

Source: Respondent Exhibits 79, 80 and 81.

FEDERAL TRADE COMMISSION  
DOCKET NO. 6881 EXHIBIT NO. 684  
IN THE MATTER OF The Pirelli & Gatti Company  
DATE 2/3/59 WITNESS *Smith*  
ACE REPORTING CO. Official Reporter  
By *Alc.*

FEDERAL TRADE COMMISSION  
DOCKET NO. 696A-J EXHIBIT NO. 696-a

IN THE MATTER OF

Commission's Exhibit No. 696A-J

DATE 2/3/57 Manufacturers of liquid bleach in United States  
ACT REPORTING TO THE FEDERAL TRADE COMMISSION

By *the*  
Manufacturers of Liquid Bleach in the United States,  
Showing Dun & Bradstreet Estimated Financial Strength  
and Product Classification, 1957.

\$ 1/	Product Code 2/	Company Name, City and State
3/		ABC Bleach Co., Detroit, Mich. (including White Flash)
-	2842	Acqua-Lina Mfg. Company, Brooklyn, New York.
H	2899	Active Bleach Company, Cleveland, Ohio.
DX	2841	Adirondack Chemical Company, Plattsburgh, N. Y.
3/		Allevato, Joseph, Johnstown, Pennsylvania.
F	2819	American Bleach Mfg. Company, Louisville, Ky.
-	2819	American Brands Company, Richmond, Virginia.
-	2819	Anderson, E. H., Portland, Oregon.
3/		Aunt Lena Chemical Products Co., Chicago, Ill.
-	2842	Austin (James) Company, Mars, Pennsylvania.
3/		B & W Bleach Company, Middleboro, Mass.
L	5027	Baldwin Chemical & Specialty Co., Everett, Mass.
C	2841	Barton Chemical Company, Chicago, Ill.
3/		Biddeford Specialty Company, Biddeford, Maine.
3/		Bieldlo Packing Company, Brooklyn, New York.
-	2829	Bleach Products Company, Charleston, W. Va.
3/		Bleaching Products Mill, Ashland, New Hamp.
3/		Blue Diamond Company, Brooklyn, New York
3/		Blue Magic, Inc., Passaic, N.J. (owned by Prescott Co)
-	2094	Blue Magic Company, Wilson, North Carolina
3/		Blue Ribbon Packing Company, Bronx, New York.
C	2842	Brite House, Chicago, Illinois
3/		Brooklyn Laundry Products Co., Brooklyn, N. Y.
F	2842	Caray Chemical Corp., Bridgeport, West Va.
3/		Carrier Chemical Company, Chicopee, Mass.
3/		Caso, Michael, Watertown, Mass.
G	2899	Cato Chemical Company, Honolulu, T. H.
3/		Champion Bleaching Water Co., Watertown, Mass.
3/		Christy's Bleaching Water, Brockton, Mass.
-	2899	Clean-O Chemical Company, Bronx, New York.
C	28X99	Clorinated Products, Baltimore, Maryland.
3/		Cloro Bleach Company, New York, New York.
3/		Clorolene Cleanser Company, Detroit, Mich.
B	2842	Coastal Chemical Company, Savannah, Georgia.
3/		Columbia Bleach Company, Utica, New York.
D	2833	Commercial Chemical, Cincinnati, Ohio.
3/		Cosmo Washing Chemical Company, Brooklyn, New York
E	2899	Crescent Bottling Works, Little Falls, N. J.
CX	2099	Cumberland Mfg. Company, Nashville, Tenn.
-	28X19	Cumberland Products Company, Fayetteville, N. C.



FEDERAL TRADE COMMISSION

FOOTNOTES

696-B. 7

Manufacturers of Liquid Bleach Cont'd. - 2

# 1/	Product Code 2/	Company, Name, City and State
D	2819	Dana's (John) Company, Manchester, N. H.
- 3/	2819	Deer Head Chemical Company, Everett, Mass.
- 3/	2099	Delta Chemical Mfg. Company, Baltimore, Md.
CX	2841	Detelco Lab., Detroit, Mich.
F	5087	Dolly Adams Food Corp., Van Nuys, Calif.
		Don's Chemical Company, Anchorage, Alaska.
		Du-Well Products Company, Willimansett, Mass.
H	2833	Eagle Chemical Works, Scranton, Penn.
-	2819	Electro Bleach Products Company, Gardena, Calif.
H	2842	Ellwood Chemical, Ellwood City, Penn.
B	2095	Erbrich (J.H.) Products Co., Indianapolis, Ind.
G	2842	E-Z Bleach, Inc., New Bedford, Mass.
3/		Fidelity Bleach Company, Chicago, Ill.
AA	5044	Fischer (B) & Company, New York, New York.
G	2842	G & G Chemical Company, Hopewell, Virginia.
-	2842	Gardiner Mfg. Company, Buffalo, New York
F	2829	Golden Bleaching Water Company, Medford, Mass.
3/		Gonnella, Severino, Syracuse, New York.
3/		Gotham Chemical Company, Brooklyn, New York.
AA	5042	Griffin, Donald E., Chicago, Illinois.
-	2035	Griffin Groceries, Muskogee, Oklahoma.
		Grocers Products Company, Brooklyn, New York.
-	2899	Herman, Morton & Company, Chicago, Illinois.
3/		Hickory Chem. Laboratories, Angola, Indiana.
-	2842	Hilex Company, St. Paul, Minn.
		Home Chemical Co., St. Paul, Minn. (See parent Hilex Co.)
AA	20X51	Home Needs Co. (Div. Safeway Stores) Los Angeles, Calif.
AX	2842	Hood Chemical Company, Ardmore, Penn.
-	2091	Hulman & Company, Terre Haute, Indiana.
C	5029	Hydrox Chemical Co. of Illinois, Chicago, Ill.
D	2819	Hygiene Chemical Company, Richmond, Virginia.
F	2899	Hy-Lo Chemical Company, Minneapolis, Minn.
-	5139	Hy-Tex Chemical Company, Newark, New Jersey.
E	2842	Ideal Laboratories, Pittsburgh, Penn.
-	2842	Imperial Products Company, Philadelphia, Penn.
3/		Independent Chemical Company, Brooklyn, New York.
G	2842	Inter Island Chemical Works, Honolulu, T. H.
G	5027	International Chemical Water Co., Philadelphia, Pa.
		Island Chemical Company, Honolulu, T. H.

FEDERAL TRADE COMMISSION

696-C

Manufacturers of Liquid Bleach Cont'd. - 3

<u>1/</u>	<u>Product Code 2/</u>	<u>Company Name, City and State</u>
DX <sup>3/</sup>	2899	Javelux Products Company, Scranton, Penn.
-	2812	Jefferson Food Products Co., Los Angeles, Calif.
F	2899	Jerry Lee Chemical Company, Pensacola, Florida.
K	2841	Keller Products Company, Columbus, Ohio.
-	2842	Kitzinger Company, Hollidaysburg, Penn.
<sup>3/</sup>		Kleen Brite Chemical Company, Rochester, N. Y.
<sup>3/</sup>		Klor-X Products Company, Chicago, Ill.
E	2842	Koel Products Company, Detroit, Mich.
K	592Z	K O K Cleanser Company, Columbus, Ohio.
-	2842	Konco & Sons, Chicago, Illinois.
		Kormon Water Company, Fall River, Mass.
AA	20X35	Lady's Choice Foods, Los Angeles, Calif.
<sup>3/</sup>		La Pulito Chemical Company, Moosic, Penn.
-	2842	Laundry White Lab., Detroit, Mich.
F	28X41	Lavo Company, Milwaukee, Wisc.
-	2819	Leto (B) Packing Company, New Orleans, La.
-	2819	Lily White Products Company, Chicago, Ill.
B	2842	Linco Products, Chicago, Illinois.
-	2842	Linen White Corp., Hattiesburg, Miss.
-	2899	Linen White Products Company, Autreyville, N. C.
-	2819	Line-X Company, Iola, Kansas.
<sup>3/</sup>		Lisciva Company, Syracuse, New York.
<sup>3/</sup>		Lite House Bleach Company, Cleveland, Ohio
<sup>3/</sup>		Londra Bleach Products, Chicago, Ill.
<sup>3/</sup>		Lorenz (Harry H.) Laboratories, Pittsburgh, Penn.
-	2842	Lunox Chemical Works, Avoca, Penn.
G	2899	Made-Rite Products Company, Manchester, N. H.
<sup>3/</sup>		Magix Chemical Company, Scranton, Penn.
<sup>3/</sup>		Malamisura (A) & Sons, Youngstown, Ohio.
F	5029	Mar-Glo Chemical Company, Canton, Ohio
E	2842	Marquette Chemical Corp., Muskegon, Mich.
<sup>3/</sup>		Master X Bleach Company, Portland, Oregon.
<sup>3/</sup>		McDonough Products Company, Tacoma, Wash.
-	2842	Mel-O-Mix Company, New York, N. Y.
H	2899	Mezzacappa Products Company, Cleveland, Ohio.
F	2899	Miami Products & Chemical Company, Dayton, Ohio.
<sup>3/</sup>		Miracle Bleach Water Company, North Windham, Maine.
-	502N	Mission Chemical Company, San Diego, Calif.
E	2899	Mitchellite Laboratories, San Antonio, Texas.
K	2819	Mon-D-Aid & Cleanit Company, Butler, Penn.
-	2899	Moore (A.F.) & Company, Worcester, Mass.
<sup>3/</sup>		Morning Star Washing Fluid Co., Bayonne, N. J.

FEDERAL TRADE COMMISSION  
BUREAU OF CONSUMER PROTECTION

9696-A

Manufacturers of Liquid Bleach Cont'd. - 4

<u>1/</u>	<u>Product Code 2/</u>	<u>Company Name, City and State</u>
-	2399	Netherson (Charles H.) So-Wite, Dallas, Texas.
-	5077	Nevada Specialty Company, Henderson, Nevada.
F 3/	2819	New Bright Chemical Company, Atlantic City, N.J.
A 3/	2811	New Castle Chemical Company, New Castle, Penn.
-	2811	New Castle Chemical Fluid Co., New Castle, Penn.
D 3/	2842	New England Bleaching, Auburn, Maine.
-	2842	No Boil Fluid Chemical Co., Jamestown, New York.
F 3/	502Z	No-Name Products, Inc., Milwaukee, Wisc.
F 3/	2842	Norris Chemical Company, Hopewell, Virginia.
H	2899	Northern Chemicals, Inc., New Haven, Conn.
G	2841	Novel Wash Company, Inc., St. Louis, Missouri.
-	2842	Novel Wash Products Company, Milwaukee, Wisc.
B	2841	No-Worry Chemical Company, Newark, New Jersey.
J	59TA	Nu-Kleenzit Company, Atlanta, Georgia.
-	2841	Nu-Way Bleach Company, Bristow, Okla.
J	2899	O-So-White Bleach, Cleveland, Ohio.
-	2819	O-So-White Products Company, Chicago, Ill.
C 3/	2842	P & G Bleaching Water Company, Cambridge, Mass.
B 3/	2819	Patterson Laboratories, Detroit, Mich.
-	28X42	Peoria Bleach Company, Peoria, Illinois.
AA 3/	5042	Piedmont Chemical Company, Charlotte, N. C.
AA 3/	28X19	Polar Chemicals, Inc., Lewiston, Maine.
G	2842	Police Products, Utica, New York.
3/	2842	Prescott (J.L.) Company, Passaic, New Jersey.
3/	2842	Presto Chemical Company, Bronx, New York.
3/	2842	Price (John) Div. of Perloff Bros., Philadelphia, Pa.
3/	2842	Proxite Products, Inc., Brooklyn, New York.
3/	2842	Pure White Washing Fluid Co., Ellwood City, Penn.
3/	2842	Purex Corporation, Ltd., South Gate, Calif.
3/	2842	Quick Laboratories & Sales Co., Chicago, Ill.
3/	2842	Rad, Inc., New York, N. Y.
3/	2842	Radiant Wash Solution Company, Olean, New York
3/	2842	Ramona & Perez, Bronx, New York.
3/	2842	Record, Earl R., Chicago, Illinois
3/	2842	Red Circle Products, Newark, New Jersey.
3/	2842	Red Label Products, Lawrence, Mass.
3/	2842	Reed Chemical Company, Philadelphia, Penn.
3/	2842	Reina Chemical Company, Lewiston, Maine.
3/	2842	Re-Nu Bleach Company, Cleveland, Ohio.
3/	2842	Revell (P.H.) Company, Woburn, Mass. (see parent - Zippy Products, Inc.)
3/	2842	Rex-O-Lav Products, Poughkeepsie, New York.



**FEDERAL TRADE COMMISSION**  
 DEPT. OF COMMERCE  
 696-E

**Manufacturers of Liquid Bleach Cont'd. - 5**

<u># 1/</u>	<u>Product Code 2/</u>	<u>Company Name, City and State</u>
3/	28X93	Riddle's Old Mission Bleach Co., Toledo, Ohio.
AA	2843	Roisman Products, Oklahoma City, Okla.
3/		Roman Cleanser Company, Detroit, Mich.
1/	2842	Rose Lux Chemical Company, Brooklyn, New York.
		Rox Chemical Mfg. Company, Richmond, Virginia.
		Royal-Souders, Inc., Dayton, Ohio. (see parent - Miami Products & Chemical.)
DX	2842	S. S. Cleanser Company, Des Moines, Iowa
3/		Saber Chemical & Supply Co., North Tewksbury, Mass.
3/		Sacco, C. A., Chemical Company, Chicago, Ill.
3/		Sana Bleach Products Company, Cleveland, Ohio.
3/		Sandis Products, Chicago, Ill.
-	28X42)	
	5027)	Sapo Elixir Company, St. Louis, Missouri.
D	2899	Savol Bleach Company, East Hartford, Conn.
	28X96)	
	5027)	Schwartz Company, Inc., El Paso, Texas
3/		Serge, Daniel, Fairmont, West Virginia.
3/		Shirox Chemical Company, Pittsburgh, Penn.
3/		Sinclair Mfg. Company, Toledo, Ohio
HX	2899	Smith Chemical Products, Honolulu, T. H.
E	2842	Smoky Mt. Distributors, Ashville, N. C.
E	50SA	Sno-ee Products, Punxsutawney, Penn.
-	2899	Sno-Lene Products Company, Ferndale, Mich.
E	2842	Snow Clean Bleach Company, Houston, Texas.
3/		Snowdrift Washing Fluid, Norwood, Mass.
3/		Snow White Chemical Company, New York, N. Y.
3/		So White, Plover, Wisconsin.
3/		So-Ry Products, Inc., Asheville, N. C.
3/		Spark-O-Bleach Washing Solution, Cleveland, Ohio.
3/		Speedy Cleanser Bleach Company, Detroit, Mich.
L	2842	Starlight Chemical Company, Pittston, Penn.
3/		Starlight Products, Brockton, Mass.
3/		Star Water, Milford, Conn.
	2899)	
D	50QA)	Stawite Chemical Company, Baltimore, Md.
3/		Sunlite Chemical Corp., East Providence, R. I.
3/		Sunny White Products, Chicago, Ill.
3/		Sun-Ray Clore Products Company, Chicago, Ill.
3/		Suntex Chemical Company, Philadelphia, Penn.
L	2842	Superior Cleanser Company, Detroit, Mich.
F	5087	Swartz, Orville J., Company, Melrose Park, Ill.
F	2841	Sweet Clean Products Company, Cleveland, Ohio.

**FEDERAL TRADE COMMISSION**  
 SECRET NO. 1931      **EXHIBIT NO. 696-A**

**Manufacturers of Liquid Bleach Cont'd. - 6**

<u>\$ 1/</u>	<u>Product Code 2/</u>	<u>Company Name, City and State</u>
3/	2842)	T & V Products Company, Providence, R. I.
E	5029)	Tardiff Brothers, Inc., River Rouge, Mich.
-	28X19	Tesco Chemicals, Inc., Atlanta, Georgia.
AA	2899	Texize Chemical Company, Greenville, S. C.
3/		Thompson's Bleach All, Toledo, Ohio
D	28X42	Thoro Products Company, Denver, Colo.
-	2094	Thrifty Laundry Products Co., Philadelphia, Pa.
F	5049	Tileston Chemical Specialty Co., Everett, Mass.
G	2819	Tobin & Mesirov Products, Los Angeles, Calif.
F	2842	Toc's Products, Inc., Syracuse, N. Y.
-	28X97	Trager Mfg. Company, Scranton, Penn.
-	28X42	Uddo, F., & Sons, New Orleans, La.
3/		Universal Bleach Company, Brooklyn, N. Y.
-	2842	Vel Tex Chemical Co., Minneapolis, Minn. (see parent Hy-Lo Chemical)
H	59TA	Victors-Staubenville, Ohio (Victor's Quick Wash & Soap Co., per Dun & Bradstreet)
3/		Wagner's Soap & Bleach Co., Pittsburgh, Pa.
3/		White Flash Cleanser Co., Detroit, Mich. (See parent, ABC Bleach)
3/		White Swan Products, Lewiston, Maine.
3/		White Swan Washing Fluid & Mfg. Co., Moonachie, N.J.
-	2842	Whytee Products (Frank Lento) Punxsutawney, Penn.
3/		Wilbert Products Company, Inc., New York, N. Y.
-	2819	Witch City Bleach Water Company, Salem, Mass.
-	2842	Wonder Chemical Company, Philadelphia, Penn.
3/		Wonder White Chemical Co., Wilkes Barre, Penn.
E	2842	Woodbury Distributing Company, Baltimore, Md.
3/		X-Cello Company, Cleveland, Ohio
5/		Zero Bleach, Inc., Cleveland, Ohio
		Zippy Products, Inc., Woburn, Mass.

- 1/ Indicates estimated financial strength as reported by Dun & Bradstreet. See Appendix A for key to ratings.  
 2/ See Appendix B for definition of product codes.  
 3/ Company not listed by Dun & Bradstreet at this location, nor by Thomas' Register of American Manufacturers, or Thomas's Wholesale Grocery and Kindred Trades Register.

FEDERAL TRADE COMMISSION  
DOCKET NO. 3331 EXHIBIT 696-4

Footnotes Cont'd. - 7

4/ Thomas' Register of American Manufacturers, 1958 edition lists Sunlight Chemical Corp., Phillipsdale, Rhode Island (East Providence vicinity), as having estimated minimum capital of more than \$100,000.

5/ Thomas' Register of American Manufacturers, 1958 edition, lists Suntex Chemical Company, Philadelphia, Penn., as having estimated minimum capital of more than \$25,000.

6/ Zippy Products, Inc., not listed by any of the three sources as being located at Woburn, Mass. However, Thomas' Wholesale Grocery Register lists Zippy Products, Inc., at Landsdown, Penn., a manufacturer or seller of liquid starch, as having approximate capital over \$100,000.

7/ Royal-Shoulders, Inc., of Dayton, Ohio, is listed in Thomas' Wholesale Grocery Register as a manufacturer or seller of flavor extracts with approximate capital over \$25,000.

Sources: (1) Respondent Exhibits 112-A through 112-U, a 21-page list of company names and addresses in alphabetical order.  
(2) Reference Book of Dun & Bradstreet, Inc., issue of November, 1958.  
(3) An examination of the following publications was made relative to those companies which were not listed by Dun & Bradstreet. Data with reference to several such companies have been inserted by individual footnotes. The two sources were as follows:

Thomas' Register of American Manufacturers, Volume IV, 1958 edition, alphabetical listing of company names

and

Thomas' Wholesale Grocery and Kindred Trades Register, 60th edition, July, 1958, pages 1536 through 1693, alphabetical listing of company names including wholesale grocers, chain stores, voluntary groups, brokers, and other lines of business.



APPENDIX AKey to Dun & Bradstreet Ratings  
Estimated Financial Strength

Aa	over \$1,000,000
AX	over \$750,000
A	\$500,000 to \$750,000
EX	\$300,000 to \$500,000
B	\$200,000 to \$300,000
CX	\$125,000 to \$200,000
C	\$75,000 to \$125,000
DX	\$50,000 to \$75,000
D	\$35,000 to \$50,000
E	\$20,000 to \$35,000
F	\$10,000 to \$20,000
G	\$5,000 to \$10,000
H	\$3,000 to \$5,000
I	(symbol not used)
J	\$2,000 to \$3,000
K	\$1,000 to \$2,000
L	Up to \$1,000

Dash (-) indicates absence of rating.

APPENDIX B

Standard Industrial Classification Used by Dun & Bradstreet

Manufacturers:

Code No.	Major Product Classification
20 35	Pickled fruits and vegetables; vegetable sauces and seasonings; salad dressings.
20x35	Pickled fruits and vegetables; vegetable sauces and seasonings; salad dressings; also additional manufacturing lines.
20x51	Bread and other bakery products (except biscuits, crackers, and pretzels); also additional manufacturing line.
20 91	Baking powder, yeast, and other leavening compounds.
20 94	Corn sirup, corn sugar, corn oil and starch.
20x94	Corn sirup, corn sugar, corn oil and starch; also additional manufacturing line.
20 96	Vinegar and cider.
20 99	Food preparations, n.e.c.
23 99	Fabricated textile products, n.e.c.
28 11	Sulfuric acid
28 12	Alkalies and chlorine
28 19	Industrial inorganic chemicals, n.e.c.
28x19	Industrial inorganic chemicals, n.e.c.; also additional manufacturing line
28 29	Industrial organic chemicals, n.e.c.
28 33	Inorganic and organic medicinal chemicals
28 41	Soap and glycerin
28x41	Soap and glycerin; also additional manufacturing line
28 42	Cleaning and polishing preparations
28x42	Cleaning and polishing preparations; also additional manufacturing line.
28 43	Sulfonated oils and assistants
28x93	Perfumes, cosmetics, and other toilet preparations; also additional manufacturing line.
28x96	Compressed and liquefied gases; also additional manufacturing line.
28x97	Insecticides and fungicides; also additional manufacturing line.
28 99	Chemicals and chemical products, n.e.c.
28x99	Chemicals and chemical products, n.e.c.; also additional manufacturing line.

Wholesale:

50 27	Industrial chemicals
50 29	Chemicals, drugs, and allied products, n.e.c.
50 42	Groceries (general line)

FEDERAL TRADE COMMISSION  
DOCKET NO. 6961 EXHIBIT NO. 696-9 J

Wholesale Cont'd.

50 44 Coffee, tea, and spices  
50 49 Groceries and food specialties  
50 77 Air-conditioning and ventilating equipment and supplies  
50 87 Equipment and supplies for service establishments  
50 GA General merchandise  
50 SA Beer and other fermented malt liquors  
50 ZN Janitor's supplies  
50 ZZ Merchant wholesalers, n.e.c.  
51 39 Agents and brokers, n.e.c.

Retail:

54 13 Grocery stores, with fresh meat  
59 TA House-to-house retailers  
59 ZZ Miscellaneous retail stores, n.e.c.



# THE PROCTER & G.

Commission's Exhibit No. 702  
Procter annual report for year ended June 30, 1958

and Subsidiary

## CONSOLIDATED BALANCE SHEET

Assets	1958	1957
▷ CURRENT ASSETS:		
Cash.....	\$ 47,235,213	\$ 42,078,359
U. S. Government and other marketable securities, at cost (approximately market)....	58,898,773	61,971,210
Accounts receivable, less reserve of \$487,997 for 1958 and \$386,803 for 1957.....	66,025,418	57,704,934
Inventories, at the lower of cost (partly LIFO) or market.....	171,787,469	170,376,810
Total current assets.....	<u>\$343,946,873</u>	<u>\$332,331,313</u>
▷ LOANS, RECEIVABLES, ETC., less reserves.....	<u>\$ 17,533,803</u>	<u>\$ 15,234,813</u>
▷ PROPERTY, PLANT AND EQUIPMENT, at cost:		
Land.....	\$ 15,484,226	\$ 13,402,040
Timberlands, less depletion.....	17,873,191	17,682,236
Buildings and equipment.....	497,845,368	447,639,947
Total.....	<u>\$531,202,785</u>	<u>\$478,724,223</u>
Less accumulated depreciation.....	<u>172,874,482</u>	<u>155,078,281</u>
Property, plant and equipment, net.....	<u>\$358,328,303</u>	<u>\$323,645,942</u>
▷ GOODWILL, PATENTS AND LICENSES.....	<u>\$ 24,910,736</u>	<u>\$ 6,433,758</u>
▷ PREPAID EXPENSES AND DEFERRED CHARGES..	<u>\$ 11,271,717</u>	<u>\$ 10,626,797</u>
TOTAL.....	<u>\$755,991,432</u>	<u>\$666,272,623</u>

See notes to financial statements.

# AMBLE COMPANY

Companies

T. JUNE 30, 1958 AND 1957

Liabilities	1958	1957
<b>▶ CURRENT LIABILITIES:</b>		
Debt of subsidiaries due within one year . . . .	\$ 6,653,086	\$ 11,761,320
Accounts payable and accruals . . . . .	84,462,840	77,418,409
Federal taxes on income, less U. S. Government securities of \$48,927,678 for 1958 and \$49,501,700 for 1957 . . . . .	—	—
Other taxes . . . . .	16,990,429	15,831,124
Total current liabilities . . . . .	<u>\$108,106,355</u>	<u>\$105,010,853</u>
<b>▶ LONG-TERM DEBT (maturing after one year):</b>		
Debentures, 3 7/8% (due 1967 to 1981) . . . . .	\$ 70,000,000	\$ 70,000,000
Notes, 3 1/4% (due 1963 to 1972) . . . . .	30,000,000	30,000,000
Debt of subsidiaries (due 1959 to 1973) . . . . .	13,327,650	13,564,824
Total long-term debt . . . . .	<u>\$113,327,650</u>	<u>\$113,564,824</u>
<b>▶ RESERVES:</b>		
Self-insured risks . . . . .	\$ 5,040,508	\$ 4,979,665
Foreign exchange fluctuations . . . . .	3,040,000	2,620,000
Total reserves . . . . .	<u>\$ 8,080,508</u>	<u>\$ 7,599,665</u>
<b>▶ CAPITAL AND RETAINED EARNINGS:</b>		
Preferred shares . . . . .	\$ 2,250,000	\$ 2,250,000
Common shares . . . . .	41,122,930	39,737,328
Additional paid-in capital . . . . .	61,536,779	30,806,920
Earnings retained for use in the business . . . . .	421,567,210	389,303,033
Total capital and retained earnings . . . . .	<u>\$526,476,919</u>	<u>\$462,097,281</u>
TOTAL . . . . .	<u>\$755,991,432</u>	<u>\$688,272,623</u>

# THE PROCTER

*and Subsidiary*

## CONSOLIDATED STATEMENTS OF EARNINGS

YEARS ENDED JUNE

### Earnings

	1988	1987
▶ NET SALES.....	\$1,295,163,269	\$1,156,389,726
Cost of products sold.....	829,110,366	741,093,993
Marketing, general and administrative expenses	317,047,238	277,038,781
Earnings from operations.....	\$ 149,005,445	\$ 138,256,952
Interest on investments, etc.....	3,992,060	2,993,320
Interest expense.....	4,815,263	4,036,338
Other charges, net.....	784,393	770,368
Earnings before taxes on income.....	\$ 147,399,849	\$ 136,443,146
Federal income taxes.....	\$ 65,051,000	\$ 58,880,000
Other income taxes.....	9,152,231	9,755,770
Total taxes on income.....	\$ 74,203,231	\$ 68,635,770
▶ CONSOLIDATED NET EARNINGS.....	\$ 73,196,618	\$ 67,807,376

See notes to financial statements.



# GAMBLE COMPANY

Companies

EARNINGS RETAINED FOR USE IN THE BUSINESS

1936 AND 1937

## Earnings Retained for Use in the Business

	1936	1937
Balance, beginning of year .....	\$389,303,033	\$338,033,873
Add:		
Consolidated net earnings .....	73,196,618	67,807,376
Total .....	\$462,499,651	\$405,841,249
Deduct:		
Common dividends—\$2.00 per share in 1936 and \$1.95 in 1937 .....	\$ 40,732,441	\$ 36,378,216
Preferred dividends—\$2.00 per share .....	180,000	180,000
Total dividends .....	\$ 40,932,441	\$ 36,558,216
Balance, end of year .....	\$421,567,210	\$369,303,033

# NOTES to financial statements

1. Goodwill, patents and licenses at June 30, 1958 includes goodwill of \$24,910,733, which represents the excess of the purchase price of going businesses acquired by the Company over the value ascribed to the net tangible assets acquired. It is the Company's present intention not to amortize amounts carried in this account.
2. The debentures may be redeemed at the option of the Company, as a whole or in part, at any time, as specified in the indenture. Sinking fund payments are required commencing in 1967.

The long-term notes may be prepaid at the option of the Company as specified in the loan agreement. Annual prepayments are required commencing April 1, 1963. At June 30, 1958, under covenants contained in the loan agreement, the Company was limited to approximately \$167,000,000 as to aggregate payments which could be made for dividends on its capital stock, the purchase thereof, and similar purposes.

3. There were 22,500 shares of 8% (cumulative) preferred stock of \$100 par value each authorized and outstanding at June 30, 1958 and 1957; also, at those dates, 457,500 shares of authorized \$100 par value preferred stock were undesignated and unissued.

The authorized common stock of the Company amounted to 25,600,000 shares of \$2 par value each at June 30, 1958 and 1957. There were 20,561,465 shares and 19,868,661 shares outstanding at June 30, 1958 and 1957, respectively.

4. Additional paid-in capital increased in the amount of \$30,729,899 during the year, details of which are as follows: \$1,709,007 represented the excess of proceeds over the par value of 53,223 shares of common stock sold under the Stock Option Plan, and \$29,020,892 represented the excess of the market value over the par value of 649,578 new shares of common stock exchanged in August 1957 for the net assets and business of Clonox Chemical Co.
5. Under the Stock Option Plan, adopted by the shareholders on October 9, 1951, as amended, ten-year options were granted in 1952 through 1957 to certain officers and employees to purchase common shares of the Company at the market price on the granting dates. Unexercised shares available for option amounted to 185,440 shares and 222,400 shares at June 30, 1958 and 1957, respectively. Information for the year with regard to the Plan is set forth below:

Option Price	Outstanding July 1, 1957	Options (Number of Shares)		Outstanding June 30, 1958
		Changes During Year		
		Issued	Exercised	
\$32.375 (1952)	52,336	—	16,893	35,443
33.600 (1953)	180,145	—	32,735	147,410
33.815 (1954)	103,940	—	2,760	101,180
39.815 (1955)	46,786	—	375	46,411
50.875 (1956)	78,200	—	1,700*	76,500
48.9375 (1957)	—	31,200	500*	30,700
51.00 (1957)	—	7,500	—	7,500
Total	461,407	38,700	54,963	445,144

\*Includes options for 1,240 shares and 500 shares granted in 1956 and 1957, respectively, surrendered and cancelled in 1958.

6. The consolidated financial statements include net assets and earnings of subsidiaries operating abroad stated in terms of U. S. currency, as follows: net assets 1958, \$92,107,446; 1957, \$81,882,995; net earnings 1958, \$13,128,615; 1957, \$11,476,354.
7. Depreciation provided: \$24,198,763 for 1958; \$22,125,764 for 1957.
8. Reference is made to the Letter to Shareholders with respect to pending litigation.

## REPORT of independent auditors

### HASKINS & SELLS

CERTIFIED PUBLIC ACCOUNTANTS

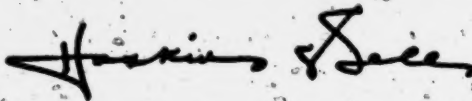
FIRST NATIONAL BANK BUILDING

CINCINNATI 2

To the Board of Directors of  
The Procter & Gamble Company:

We have examined the consolidated balance sheet of The Procter & Gamble Company and subsidiary companies as of June 30, 1958 and the related consolidated statements of earnings and earnings retained for use in the business for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying consolidated balance sheet and consolidated statements of earnings and earnings retained for use in the business present fairly the financial position of the companies at June 30, 1958 and the results of their operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.



August 6, 1958

## SHAREHOLDERS' meeting

The next annual meeting of the shareholders will be held on Tuesday, October 14, 1958. The Management intends to solicit proxies for the annual meeting and it is expected that a notice of the meeting, together with a form of proxy and proxy statement, will be mailed to shareholders prior to September 27, 1958.



Commission's Exhibit No. 707A-P  
Field reports of bleach producers

707 (b)

FIELD REPORT

Name: E. Bianchi

Firm Name: Aunt Lena Chemical Products Co.

Address: 3215 S. Princeton Avenue, Chicago, Illinois

Date: 2/5/59

Place of Interview: Above

In re: Matter of Procter & Gamble  
FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

yes

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

House to house with a few grocery accounts.

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

Custom brand.

E. Bianchi  
2/5/59

Charles W. Johnson  
(Attorney - General)  
W. A. Johnson

298X

FEDERAL TRADE COMMISSION  
DOCKET NO. 961 COMMISSION EXHIBIT NO. 707A  
IN THE MATTER OF Procter & Gamble  
DATE 2/12/59 WITNESS  
AGE REPORTING CO., Official Reporter  
By Ala

FIELD REPORT

Name: Donald F. Husband

Firm Name: Barton Chemical Co.

Address: 1230 W. 46th Street, Chicago, Illinois

Date: 2/5/59

Place of Interview: Above

In re: Matter of Procter & Gamble  
FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

*Yes*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*Grocery stores*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*Both.*

299X

*Donald F. Husband*

*Charles H. Hanson*  
*(Attorney for Procter & Gamble)*

*John I. Reple*

FIELD REPORT

Name: Donald E. Griffin

Firm Name: Donald E. Griffin

Address: 1946 W. 69th Street, Chicago, Illinois

Date: 2/5/59

Place of Interview: Above

In re: Matter of Procter & Gamble.  
FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

*No. I am a distributor.*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*Not applicable.*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*Not applicable.*

Donald E. Griffin

Charles F. Huron  
(Attorney - Respondent)

300X

Robert W. Bingham



FIELD REPORT

Name: Mrs. Vito Lonigro

Firm Name: Bleach-O Prod. Co. (Formerly Klor-X Prod. Co.)

Address: 5123 S. Leamington Avenue, Chicago, Illinois

Date: 2/5/59

Place of Interview: Above

In re: Matter of Procter & Gamble  
FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

*I convert chlorine into household bleach by dilution*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*House to house.*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*Not applicable.*

*Mrs. Vito Lonigro*

*Bleach-O Prod. Co.  
(Klor-X Prod. Co.)  
Dist.*

*Charles H. Hanson  
(Attorney General)*

*Robert H. Stephens*

301X

FIELD REPORT

Name: Earl R. Record

Firm Name: Record Bleach & Soap Co.

Address: 2327 S. St. Louis Avenue, Chicago, Illinois

Date: 2/5/59

Place of Interview: Above

In re: Matter of Procter & Gamble  
FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

*No -- I convert and bottle it.*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*House to house -- a few stores.*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*Both.*

Earl R. Record

Charles E. Thayer  
(Attorney, Chicago)

Robert W. Bingham

302X

FIELD REPORT

Name: Daniel Schliebenheimer

Firm Name: Lilly White Products Co.

Address: 635 W. 47th Street, Chicago, Illinois

Date: 2/5/59

Place of Interview: *Abn.*

In re: Matter of Procter & Gamble  
FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

*Yes - we convert and bottle it.*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*House to house.*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*Not applicable.*

*Daniel Schliebenheimer*

*Charles H. Henson*  
*(Attorney for Daniel Schliebenheimer)*

*D. W. H. Bingham*

303X



Field Report

Name: Mrs. William Sprauka

Firm Name: Sandis Products

Address: 3300 North Kilbourn, Chicago, Illinois

Date: February 6, 1959 Place of Interview: Above address

In re: Matter of Procter & Gamble  
FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

*We buy 18% concentrate and dilute it to 5 1/2%.*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*House to house and a few groceries & drug stores.*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*Our own brand.*

*Mrs. Wm. Sprauka*

*Charles W. Philson*  
(Attorney-advisee)

304X

*Arthur B. Bunting*

Field Report

Name: Julius Siskind  
Firm Name: Sun-Ray Clore Products Co.  
Address: 3233 West Potomac Street, Chicago, Illinois  
Date: February 6, 1959 Place of Interview: Above address

In re: Matter of Procter & Gamble  
FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

*No - sold out in January 1959. Before then  
I bought 12-14% concentrate and cut it to 8%*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*Sold house to house.*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*Not applicable.*

Charles J. Sullivan  
(Attorney - addressee)  
305X

## Field Report

Name: C. M. Bell

Firm Name: <sup>The</sup> Brite-House Co.

Address: 1050 West Kinzie, Chicago, Illinois

Date: February 6, 1959 Place of Interview: Above address

In re: Matter of Procter & Gamble  
FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?  
*we bottle a liquid bleach for household use. we buy the liquid in concentrated form from another company.*
2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?  
*we sell our household liquid bleach only through wholesale distributors not house to house.*
3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?  
*Both.*

306X

*(Charles W. Thompson)*  
*(Attorney - Adams)*

*Charles W. Thompson*



# Field Report

Name: Morton Herman  
 Firm Name: Morton Herman & Co.  
 Address: 157 West Wendell Street, Chicago, Illinois  
 Date: February 6, 1959 Place of Interview: Telephone  
 (After unsuccessful personal calls)

In re: Matter of Procter & Gamble  
 FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

*We buy the concentrate and dilute it.*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*Chain stores.*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*Both < 10% our brand  
 90% private label*

307X

*Charles H. Hanson*  
*(Attorney - Adviser)*

*Robert L. Peterson*

FEDERAL TRADE COMMISSION

DOCKET NO. 6901, COMMERCIAL BUREAU FILE NO. 707-2

FIELD REPORT

Name: Orville J. Swartz

Firm Name: Orville J. Swartz Company

Address: 5217 Lake Street, Melrose Park, Illinois

Date: February 6, 1959

Place of Interview: Telephone  
(After unsuccessful personal calls)

In re: Matter of Procter & Gamble  
FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

*no - we refines an industrial bleach for  
a manufacturer, Alifan Chemical Corp.*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*not applicable.*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*not applicable.*

308X

Charles E. Johnson  
(Attorney - address)

Paul H. Beyer

FEDERAL TRADE COMMISSION

6901

707-EX

FIELD REPORT

Name: Mrs. Joyce Latino  
 Firm Name: Londra Bleach Products  
 Address: 2659 South St. Louis, Chicago, Illinois  
 Date: February 6, 1959 Place of Interview: Telephone  
 (After unsuccessful personal calls)

In re: Matter of Procter & Gamble  
 FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

*Yes.*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*House to house*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*Not applicable.*

309X

FEDERAL TRADE COMMISSION

6901

767-762



## Field Report

Name: Dominic Miraldi

Firm Name: Fidelity Bleach Co.

Address: 5238 West Washington Street, Chicago, Illinois

Date: February 6, 1959

Place of Interview: Telephone  
(After unsuccessful personal calls)In re: Matter of Procter & Gamble  
FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

*No - we convert it, i.e., we buy concentrate and cut it with water to a dilution of 5 1/4 %.*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*Both.*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*Own brands.*

310X

FEDERAL TRADE COMMISSION

DOCKET NO. 6901 COMMISSION EXHIBIT NO. 70

## Field Report

Name: Walter J. Kendzior  
 Firm Name: Sunny White Products  
 Address: 2124 West Pierce Street, Chicago, Illinois  
 Date: February 6, 1959 Place of Interview: Telephone  
 (After unsuccessful personal calls)

In re: Matter of Procter & Gamble  
 FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use? (5)

*We buy it in a concentrate form and cut it down to household percentages.*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*House to house plus 2 grocery stores*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*Owens brand.*

---

311X

## FIELD REPORT

Name: Emil J. Konrath

Firm Name: Quick Laboratories & Sales Co., Konco & Sons, and  
Filco Products

Address: 1341 East 75th Street, Chicago, Illinois

Date: February 6, 1959

Place of Interview: Telephone  
(After unsuccessful personal calls)In re: Matter of Procter & Gamble  
FTC Docket No. 6901

1. Do you manufacture a liquid bleach for household use?

*No, don't manufacture but convert. Buy a 15% concentrate from Alexander Chemical Corp and dilute with water to 5% which is a household bleach solution.*

2. If so, do you sell your household liquid bleach through grocery stores or by house to house delivery?

*House to house*

3. If your answer to 2 above is grocery stores, do you sell your own brand liquid bleach as contrasted to private label brands?

*Not applicable.*

312X

*Charles W. Johnson*  
(Attorney advised)  
*John W. Berglund*

FEDERAL TRADE COMMISSION  
DOCKET NO. 6901

7-7-0



## FEDERAL TRADE COMMISSION

File No. 010 6901

## FIELD REPORT

Name MEMORANDUM Official position \_\_\_\_\_  
Firm name \_\_\_\_\_  
Address \_\_\_\_\_  
Date February 6, 1959 Place of interview \_\_\_\_\_

Several attempts were made on the above date to contact the C. A. Sacco Chemical Co., 1247 North Monticello Avenue, Chicago, Illinois, without success. These efforts were made by the undersigned in company with Robert W. Bergstrom, Attorney, and included both personal visits and telephone calls. The address is a personal residence. Mr. Sacco was not in, his availability was not known, and the woman on the premises was unable to furnish the requested information.

Respectfully submitted,

*C. W. Johnson*  
Charles W. Johnson  
Attorney-Adviser

*Robert W. Bergstrom*  
Robert W. Bergstrom

313X

FEDERAL TRADE COMMISSION  
DOCKET NO. 707-7  
6901  
COMMISSIONER  
EXHIBIT NO. 707-7



MAURICE VELPE  
PRESIDENT

# O-SO-WHITE PRODUCTS CO.

## LAUNDRY SUPPLIES

3700-3708 WEST THIRTY-EIGHTH STREET

Telephone Virginia 7-1220

CHICAGO 23, ILL.

Commission's Exhibit No. 708  
Letters from O-So-White Products Co.  
February 2, 1959

Feb. 2, 1959

Federal Trade Commission,  
Mr. Thomas A. Deveny, III,  
Washington 25, D.C.

Dear Sir:

In regard to the information that you require I submit the following.

1. We do not manufacture bleach for household use.
2. We do not sell our bleach through grocery chains or by house to house.
3. We do not sell our bleach through grocery stores or by a private label.

I hope that this information is satisfactory.

Yours very truly,

*Gerald F. Borden*  
Gerald F. Borden, Sec.

GFB/eh

314X



FEDERAL TRADE COMMISSION  
DOCKET NO. 69-1. COMMISSION EXHIBIT NO. 708  
IN THE MATTER OF *Puritan & Son*  
DATE *2/12/59* WITNESS *[Signature]*  
ACE REPORTING CO., Official Reporter  
By *[Signature]*

CABLE ADDRESS  
"HYDROX" CHICAGO

CODES USED: (LIEBOWITZ)  
WESTERN UNION  
A. S. C. 8TH EDIT.  
SCOTLAND

# HYDROX CHEMICAL COMPANY

OF ILLINOIS

225-227 W. HURON STREET

CHICAGO

PHONE 20

Commission's Exhibit No. 709  
Letter from Hydrox Chemical Company,  
February 2, 1959

February 2, 1959

Federal Trade Commission  
Bureau of Litigation  
Washington 25, D. C.

Attn: Thomas A. Deveny, III

Gentlemen:

We have your letter dated January 29, 1959 and we wish to advise that we do not manufacture a household liquid bleach at all.

If any further information is required, please advise.

Very truly yours

HYDROX CHEMICAL COMPANY

*Dina Flou*  
Dina Flou  
Sec'y.

DF ga

315X

FEDERAL TRADE COMMISSION  
DOCKET NO. 69-1... COMMISSION'S EXHIBIT NO. 709  
IN THE MATTER OF *Procter & Gamble*  
DATE *2/12/59* WITNESS \_\_\_\_\_  
ACE REPORTING CO., Official Reporter  
By *Alex*



CABLE ADDRESS "AMERICAN STORES CO." PHILA.  
A.B.C. CODE 8TH EDITION



GENERAL OFFICES  
124 N. FIFTEENTH STREET  
PHILADELPHIA 2, PA.

**FEDERAL TRADE COMMISSION**  
DOCKET NO. 6901  
IN THE MATTER OF *Procter & Gamble*  
DATE March 12, 1959  
REPORTER *H. L. Brown and*  
*date 3-12-59*

Commission's Exhibit No. 710A-B  
Bleach purchases by American Stores Co.

Thomas A. Deveny, III, Esquire  
Trial Attorney  
Federal Trade Commission  
Bureau of Litigation  
Washington 25, D. C.

Re: Procter & Gamble Co.,  
Docket 6901

Dear Mr. Deveny:

I am furnishing herewith in accordance with your request, purchases by cases and dollar amount of Speedup, 101 and Clorox for the two periods January 1, 1957 through November 30, 1957 and January 1, 1958 through November 30, 1958.

January 1, 1957 through November 30, 1957

<u>Quarts (12 to a case)</u>		<u>Amount</u>
Speedup	- 1420 cases	\$ 1,853.00
101	- 4220 cases	7,909.60
Clorox	- 8595 cases	15,858.15

<u>Half Gallons (6 to a case)</u>		<u>Amount</u>
Speedup	- 1848 cases	\$ 2,346.00
101	- 5695 cases	9,827.52
Clorox	- 11605 cases	19,706.97

<u>Gallons (4 to a case)</u>		<u>Amount</u>
Speedup	- 2230 cases	\$ 3,210
101	- 4370 cases	8,105.80
Clorox	- 10665 cases	19,501.47

316X

7/10 (B) id

FEDERAL TRADE COMMISSION  
Docket No. 6901, Consolida's Exhibit No. 710-B

Thomas A. Deveny, III, Esquire

March 12, 1959

January 1, 1958 through November 30, 1958

<u>Quarts (12 to a case)</u>	<u>Amount</u>
Speedup - 1187 cases	\$ 1,658.37
101 - 3690 cases	7,260.37
Clorox - 9030 cases	20,127.10
<u>Half Gallons (6 to a case)</u>	<u>Amount</u>
Speedup - 1683 cases	\$ 2,285.16
101 - 5160 cases	9,384.74
Clorox - 12345 cases	26,600.83
<u>Gallons (4 to a case)</u>	<u>Amount</u>
Speedup - 1967 cases	\$ 2,849.09
101 - 4468 cases	8,649.89
Clorox - 11132 cases	25,107.07

I believe the foregoing gives you all of the information requested and I am sure you are aware of the fact that the information herein enclosed, as well as the prior information furnished to you by the Company, is of a confidential nature and is furnished solely in connection with the proceedings involving Procter & Gamble Company under Docket 6901, and for no other purpose.

Very truly yours,

317X

A. E. GILFILLAN

AEG:BA

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**PAGE**



**Respondent's Exhibit No. 64**  
**The Cleveland Press—Cleveland Consumer Panel,**  
**April-May-June 1958**

Commodity Liquid Bleach

Report Period April, May, June, 1958

BRAND BOUGHT	VOLUME PURCHASED				Not Families Buying Quarterly
	Size of Package	Number Bought	Total Quarts	Percent of Total	
<b>Commodity Total</b>	<b>Quarts</b>	<b>660</b>	<b>1862</b>	<b>100.0</b>	<b>260</b>
Clorox	1	109	109	5.9	56
	2	76	152	8.2	52
	4	90	360	19.3	63
—Active	4	69	276	14.8	18
—Ex Cello	4	26	104	5.6	6
Roman Cleanser	1	25	25	1.3	12
	2	10	20	1.1	8
	4	20	80	4.3	15
—Quality	4	25	100	5.4	4
White Cross	1	11	11	.6	7
	2	6	12	.6	5
	4	12	48	2.6	10
—Sweet Clean	4	17	68	3.7	4
—Miracle	4	15	60	3.2	2
—Re Nu	4	12	48	2.6	3
—Brilliant	4	12	48	2.6	1
Bright Sail	1	16	16	.9	7
	2	12	24	1.3	7
	4	2	8	.4	2
White Monday	1	9	9	.5	5
	2	10	20	1.1	6
	4	4	16	.9	2
—Sana	4	11	44	2.3	2
—Sim Ray	4	9	36	1.9	1
—Sparkle	4	8	32	1.7	1
Other Brands	.5	2	1	-	1
	1	7	7	.4	2
	2	6	12	.6	3
	4	18	72	3.9	8
Brand Not Stated	4	11	44	2.3	3

Where Bought Percent of Total	A&P	Fisher	Kroger	Pick-N- Pay	Food- town	Bi-Rite	I.G.A.	Sears Roebuck	Eagle	Payfair	Soap-N- Shap	Heinen	Marshall Field	Wm Sears	Other Grocers
	13.3	7.5	5.9	8.5	3.7	.8	.4	1.7	1.6	.4	2.8	1.0	-	2.0	8.0

Other Places: Delivery 38.3; Other type 4.1

CLEVELAND PRESS CONSUMER PANEL OF 500 CUYAHOGA COUNTY HOMES - CONDUCTED BY WESTERN RESERVE UNIVERSITY

42	ADAIRS FOOD MARKETS	2	UPPER DARBY	PEN	ALBRO	
42	JANSENS FAIRLAWN FOOD MKTS	2	HAVERFORD	PEN	ALBRO	
42	JOHNNYS FOOD MARKETS	2	GIBBSTOWN	NJ	ALBRO	
42	LONRY A				ALBRO	
42	VAUGHAN & SHITTYS MARKETS	2	WILMINGTON	CON	ALBRO	
58	ALL AMERICAN MARKETS	3	MENLO PARK	CAL	ALL AMERICAN	
56	GREATER ALL AMERICAN MKT	6	DONNEY	CAL	ALL AMERICAN	
56	ALPHA BETA FOOD MARKETS	29	L.A. HABRA	CAL	ALPHA BETA	
64	FOOD TOWN INC	19	WASHINGTON	DC	APER	
81	ASSOCIATED FOOD STORES COOP		JAMAICA L I	NY	ASSOCIATED	
81	BLUE JAY MARKETS INC	3	SMITHTOWN	NY	ASSOCIATED	
81	COHEN ASSOCIATED STORES	2	EAST MEADOW	NY	ASSOCIATED	
81	DOUGLAS FOOD STORES INC	4	WOODHAVEN	NY	ASSOCIATED	
81	GREENBERG & SONS SUPER FOOD	4	WEST ISLIP	NY	ASSOCIATED	
81	KATZ ASSOCIATED STORES	1	BABYLON	NY	ASSOCIATED	
81	LANGEN ASSOCIATED STORES	2	HEMPSTEAD	NY	ASSOCIATED	
81	LONG ISLAND SUPER MARKETS	2	FREEDOT	NY	ASSOCIATED	
81	MALLERS ASSOCIATED FOOD STO	3	WEST HEMPSTEAD	NY	ASSOCIATED	
81	METRO SUPER MARKETS	3	FOREST HILLS	NY	ASSOCIATED	
81	SCHORR ASSOCIATED MARKETS	2	BROOKLYN	NY	ASSOCIATED	
81	SILVERCUP SUPER MARKETS	3	L I CITY	NY	ASSOCIATED	
50	BANNER FOOD STORE		CHICAGO	ILL	BANNER BOY	
56	BEACH GROCERY CO	3	LOS ANGELES	CA	BEACHS	
42	PENN FRUIT CO	46	PHILADELPHIA	PEN	BEACON	
5	PIERCE S S CO	9	BOSTON	MA	BEACON	
58	EMBY FOODS INC	3	OAKLAND	CA	BEST BUY	
37	KROGER CO THE		CINCINNATI	OH	BEST WHITE	
56	BETTER FOOD MARKETS	5	LOS ANGELES	CA	BETTER FOOD	

Jefferson Bank

FEDERAL TRADING COMMISSION  
BEEF MEAT

85	BIG BEAR SUPER MARKETS	3	SAN DIEGO	CAL	BIG BEAR	
64	GREEN B & CO		BALTIMORE	MD	BIG VALUE	
64	SANITARY FOOD STORES	6	ALEXANDRIA	WIR	BIG VALUE	
5	BIG Y SUPER MARKET		CHICOPEE FALLS	MAS	BINGO BLEACH	
7	BELDENS SUPER MARKETS	2	HOUSTON	TEX	BLACK GOLD	
1	CLAYTONS INC	6	HOUSTON	TEX	BLACK GOLD	
1	CLOUDS QUALITY MARKETS	2	HOUSTON	TEX	BLACK GOLD	
1	GERLANDS SUPER MARKETS	4	HOUSTON	TEX	BLACK GOLD	
7	MORRIS SEVALL & CO		HOUSTON	TEX	BLACK GOLD	First purchase & last time
1	RANDALLS INC	3	HOUSTON	TEX	BLACK GOLD	
1	SEVALL MORRIS & CO		HOUSTON	TEX	BLACK GOLD	
1	SIMMONS SUPER MARKETS INC	3	ROSENBERG	TEX	BLACK GOLD	
1	WILLIAMS SUPER VALU INC	3	BEAUMONT	TEX	BLACK GOLD	
37	ACRAS MARKETS	2	COVINGTON	KY	BLUE GRASS	first & last purchase
37	SCHMIDT GEO WMO GROC CO		COVINGTON	KY	BLUE GRASS	
42	HAZELTON WHOLESALE GROCERY		PHILADELPHIA	PEN	BLUE KITCHEN	
42	MAXVELLS FOOD MARKETS	2	HAZELTON	PEN	BLUE KITCHEN	first & last purchase
50	BONNIE BEE SUPER FOOD MARTS	2	MELROSE PARK	ILL	BONNIE BEE	first & last purchase
56	BORDERS MARKETS	2	PEDONDO BEACH	CAL	BORDERS	first & last purchase
58	BOYS MARKETS INC THE	6	LOS ANGELES	CAL	BOYS	first & last purchase
1	GREAT A & P TEA CO				BRIGHT SAIL	first & last purchase
13	GREAT A & P TEA CO THE				BRIGHT SAIL	
14	GREAT A & P TEA CO THE				BRIGHT SAIL	
25	GREAT A & P TEA CO THE				BRIGHT SAIL	
30	GREAT A & P TEA CO THE				BRIGHT SAIL	
76	GREAT A & P TEA CO THE				BRIGHT SAIL	
89	GREAT A & P TEA CO THE				BRIGHT SAIL	
77	GREAT A & P TEA CO THE		ATLANTA	GA	BRIGHT SAIL	first & last purchase

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FEDERAL BUREAU OF INVESTIGATION

34	GREAT A 6 P TEA CO THE	BALTIMORE	MD	BRIGHT SAIL	<i>See Note 1</i>
95	GREAT A 6 P TEA CO THE	BIRMINGHAM	ALA	BRIGHT SAIL	<i>See Note 1</i>
5	GREAT A 6 P TEA CO THE	BOSTON	MAS	BRIGHT SAIL	<i>See Note 1</i>
81	GREAT A 6 P TEA CO THE	BROOKLYN	NY	BRIGHT SAIL	<i>See Note 1</i>
81	GREAT A 6 P TEA CO THE	BROOKLYN	NY	BRIGHT SAIL	<i>See Note 1</i>
91	GREAT A 6 P TEA CO THE	BUFFALO	NY	BRIGHT SAIL	<i>See Note 1</i>
50	GREAT A 6 P TEA CO THE	CHICAGO	ILL	BRIGHT SAIL	<i>See Note 1</i>
82	GREAT A 6 P TEA CO THE	CHARLOTTE	NC	BRIGHT SAIL	<i>See Note 1</i>
87	GREAT A 6 P TEA CO THE	CHARLOTTE	NC	BRIGHT SAIL	<i>See Note 1</i>
62	GREAT A 6 P TEA CO THE	CLEVELAND	OH	BRIGHT SAIL	<i>See Note 1</i>
48	GREAT A 6 P TEA CO THE	COLUMBUS	OH	BRIGHT SAIL	<i>See Note 1</i>
5	GREAT A 6 P TEA CO THE	CRANSTON	RI	BRIGHT SAIL	<i>See Note 1</i>
10	GREAT A 6 P TEA CO THE	DALLAS	TEX	BRIGHT SAIL	<i>See Note 1</i>
90	GREAT A 6 P TEA CO THE	DETROIT	MIC	BRIGHT SAIL	<i>See Note 1</i>
81	GREAT A 6 P TEA CO THE	GARDEN CITY	NY	BRIGHT SAIL	<i>See Note 1</i>
96	GREAT A 6 P TEA CO THE	GRAND RAPIDS	MIC	BRIGHT SAIL	<i>See Note 1</i>
37	GREAT A 6 P TEA CO THE	INDIANAPOLIS	IND	BRIGHT SAIL	<i>See Note 1</i>
73	GREAT A 6 P TEA CO THE	INDIANAPOLIS	IND	BRIGHT SAIL	<i>See Note 1</i>
61	GREAT A 6 P TEA CO THE	KANSAS CITY	KAN	BRIGHT SAIL	<i>See Note 1</i>
75	GREAT A 6 P TEA CO THE	LOUISVILLE	KY	BRIGHT SAIL	<i>See Note 1</i>
68	GREAT A 6 P TEA CO THE	MEMPHIS	TEN	BRIGHT SAIL	<i>See Note 1</i>
81	GREAT A 6 P TEA CO THE	NEW YORK	NY	BRIGHT SAIL	<i>See Note 1</i>
81	GREAT A 6 P TEA CO THE	PATERSON	NJ	BRIGHT SAIL	<i>See Note 1</i>
42	GREAT A 6 P TEA CO THE	PHILADELPHIA	PEN	BRIGHT SAIL	<i>See Note 1</i>
5	GREAT A 6 P TEA CO THE	PORTLAND	ME	BRIGHT SAIL	<i>See Note 1</i>
51	GREAT A 6 P TEA CO THE	RICHMOND	VIR	BRIGHT SAIL	<i>See Note 1</i>
65	GREAT A 6 P TEA CO THE	RICHMOND	VIR	BRIGHT SAIL	<i>See Note 1</i>
78	GREAT A 6 P TEA CO THE	SCRANTON	PEN	BRIGHT SAIL	<i>See Note 1</i>

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5	GREAT A & P TEA CO THE	SPRINGFIELD	MAS	BRIGHT SAIL	<i>J. L. Bennett</i>	<i>Bureau of</i>
79	GREAT A & P TEA CO THE	ST LOUIS	MO	BRIGHT SAIL		<i>Bureau of</i>
61	GREAT A & P TEA CO THE	TOLEDO	OH	BRIGHT SAIL		<i>TRADE COUNCIL</i>
62	GREAT A & P TEA CO THE	YOUNGSTOWN	OH	BRIGHT SAIL		<i>TRADE COUNCIL</i>
64	JUNCO FOOD STORES INC	WASHINGTON	DC	CAPITAL		<i>TRADE COUNCIL</i>
64	WASHINGTON WHD GRO CO	WASHINGTON	DC	CAPITAL		<i>TRADE COUNCIL</i>
56	CARL'S RANCH MARKETS	LOS ANGELES	CAL	CARLS	<i>Valley View</i>	<i>TRADE COUNCIL</i>
73	COX SUPER MARKETS	ALEXANDRIA	IND	CHORLITE		
37	EAVEY CO THE	XENIA	OH	CHORLITE		
73	EAVEY HENRY J INC	RICHMOND	IND	CHORLITE		
37	FIVE POINTS SUPER MARKET	HAMILTON	OH	CHORLITE		
73	KUTTERS SUPER MARKETS INC	ROCHESTER	IND	CHORLITE		
37	MC GEE CHARLES & SONS	MIDDLETON	OH	CHORLITE		
79	MC KNIGHT KEATON GROCER CO	CAIRO	ILL	CHORO SAN		
79	MC KNIGHT KEATON GROCER CO	SIKESTON	MO	CHORO SAN		
48	MIDLAND GROCERY CO THE			CLARION		
56	CLARKS MARKETS	LOS ANGELES	CAL	CLARK	<i>Officer</i>	
56	CLARK MARKETS	MORAGA	CAL	CLARKS	<i>First Street</i>	
56	GREAT A & P TEA CO THE	LOS ANGELES	CAL	CLOS	<i>Officer</i>	
79	CLOVER FARM STORES	ST LOUIS	MO	CLOVER FARM	<i>Agas</i>	
79	KRENNING SCHLAPP GROC CO	ST LOUIS	MO	CLOVER FARM		
62	COOP SUPER MARKETS	ACRON	OH	CO OP		
34	GREENBELT CONSUMER SERVICES	GREENBELT	MO	CO OP		
64	GREENBELT CONSUMER SERVICES	GREENBELT	MO	CO OP		
34	NATIONAL COOPERATIVES INC	ALBERT LEA	MIN	CO OP		
74	PENINSULA CO OP INC	HAMPTON	VIR	CO OP		
64	ROCHDALE COOPERATIVE INC	WASHINGTON	DC	CO OP		
62	TRACY & AVERY CO	MANSFIELD	OH	CO OP		

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RX-69-E									
7/7/73									
S									
S									
5	UNITED COOPERATIVE SOCIETY	4	PITCHBURG	MAS	CO. OP				Send you
5	UNITED COOP. SOCIETY OF MAYN	3	MAYNARD	MAS	CO. OP				Send you
56	COLES MARKETS INC	7	LONG BEACH	CAL	COLES				Send you
57	COLUMBIA FOOD CO	9	PORTLAND	ORE	COTTAGE				Send you
57	ERICKSON SUPER MARKETS	13	SALEN	ORE	COTTAGE				Send you
57	GRIGGS SUPERIOR FOODS	3	KLAMATH FALLS	ORE	COTTAGE				Send you
57	MALLORYS Y MARKETS	2	KLAMATH FALLS	ORE	COTTAGE				Send you
57	MARKET BASKET	2	KLAMATH FALLS	ORE	COTTAGE				Send you
57	OREGON FOOD STORES INC	4	KLAMATH FALLS	ORE	COTTAGE				Send you
57	PHILLIPS BILL MARKETS	2	ST. HELENS	ORE	COTTAGE				Send you
56	CRAWFORDS MARKETS	5	ALHAMBRA	CAL	CRAWFORDS				Send you
56	DALES MARKETS	3		DALES	DALES				Send you
57	MEYERS FRED INC	16	PORTLAND	ORE	DAN DEE				Send you
57	DANS SUPREME SUPER MARKETS	16	HENPSTEAD	NY	DANS				Send you
56	COLES MARKETS	2	BALDWIN PARK	CAL	DEL HAVEN				Send you
57	GALLENSTEINS MARKET	2	ERLANGER	KY	DEL HAVEN				Send you
67	HYDENS	3	AUSTIN	TEX	DEL HAVEN				Send you
65	LINDE B O & SONS		BATON ROUGE	LA	DEL HAVEN				Send you
37	THIEMANN BROS INC		CINCINNATI	OH	DEL HAVEN				Send you
67	WALINS SUPER MARKETS	2	AUSTIN	TEX	DEL HAVEN				Send you
73	WALTS SUPER MARKETS	2	INDIANAPOLIS	IND	DEL HAVEN				Send you
58	DICKS SUPER MARKETS	5	SAN JOSE	CAL	DICKS				Send you
56	DORRS MARKETS	2	INGLEWOOD	CAL	DORRS				Send you
37	ENSLINS DOT FOOD STORES	2	FORT THOMAS	KY	DOT				Send you
37	JANSEN CO THE		CINCINNATI	OH	DOT				Send you
37	WESTENDORF J A	2	LOCKLAND	OH	DOT				Send you
62	E Z FINER FOODS	3	YOUNGSTOWN	OH	E Z WHITE				Send you
62	HULLS FOOD CENTERS	2	YOUNGSTOWN	OH	E Z WHITE				Send you

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RX-19-F 6

7/1/53

62	LAZARUS MARKETS	4	YOUNGSTOWN	OHIO	E 2 WHITE	E 2 White Chan
62	MACALIS DELUXE MARKETS	3	NILES	OHIO	E 2 WHITE	
62	TOTHS FOOD MARKETS	3	YOUNGSTOWN	OHIO	E 2 WHITE	
5	BROCKTON PUBLIC MARKET INC	7	BROCKTON	MASS	ECLIPSE	Several years
34	EDDIES FOOD MARKETS		BALTIMORE	MD	EDDIES	Several years
34	INDEGRO INC	18	BALTIMORE	MD	EDDIES	10 years
56	EL RANCHO MARKETS	3			EL RANCHO	Jefferson City
5	BLAIRS FOODLAND INC	2	ROXBURY	MASS	ELM FARM	J. L. Pruitt
5	COLUMBIA MARKETS	3	PORTLAND	ME	ELM FARM	"
5	EDWARDS SUPER MARKET	3	BIDDEFORD	ME	ELM FARM	"
5	ELM FARM FOOD CO	34	BOSTON	MASS	ELM FARM	" 15 years
5	LODGENS MARKETS	5	HYDE PARK	MASS	ELM FARM	Many years
79	LITCHFIELD GROCER CO		LITCHFIELD	ILL	EMPIRE	J. H. F. White
59	A & B THRIFTWAY	2	EVERETT	WAS	ENERGY	Power Corp
59	A & M THRIFTWAY	2	TACOMA	WAS	ENERGY	"
20	ARAPAHOE STORES OF PUEBLO	9	PUEBLO	COL	ENERGY	1953
59	ARTS FOOD CENTERS	4	SEATTLE	WAS	ENERGY	1953
56	ARVOS MARKETS	3	NORWALK	CAL	ENERGY	1953
20	ASSOCIATED GROCERS		DENVER	COL	ENERGY	
77	ASSOCIATED GROCERS COOP		EAST POINT	GA	ENERGY	
59	ASSOCIATED GROCERS INC		SEATTLE	WAS	ENERGY	
61	ASSOCIATED WHOLESALE GRO IN		SPRINGFIELD	MO	ENERGY	
79	ASSOCIATED GROCER CO		ST LOUIS	MO	ENERGY	
77	BATEMANS FOOD STORES	2	MACON	GA	ENERGY	
58	BIG M MARKETS INC	2	SAN MATEO	CAL	ENERGY	1953
61	BORUP'S SUPER MARKETS	3	COFFEYVILLE	KAN	ENERGY	1953
37	BRENNERS SUPER MARKET	2	CINCINNATI	OHIO	ENERGY	1953
59	BROADWAY THRIFTWAY	2	ABERDEEN	WAS	ENERGY	1953

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RX-69-A				7	
784				784	784
784				784	784
56 BROADWAY MARKETS	3	REDWOOD CITY	CAL	ENERGY	
77 BUEHLER SUPER MARKETS	4	ATLANTA	GA	ENERGY	
65 BY RYTE STORES	2	MEMPHIS	TEX	ENERGY	
70 CASPAR COMMISSARY INC	3	CASPER	WYO	ENERGY	
95 CENTRAL GROCERY CO	2	AMARILLO	TEX	ENERGY	
20 CHETS MASTER MARKET	3	PUEBLO	COL	ENERGY	
20 CITY MARKET	2	SALIDA	COL	ENERGY	
56 CRACKER BARREL	2	GLENDALE	CAL	ENERGY	
95 CUT RATE GROCERY	3	DUMAS	TEX	ENERGY	
59 DIETZENS THRIFTWAY	2	YAKIMA	WAS	ENERGY	
58 DON QUICK STORES INC	2	STOCKTON	CAL	ENERGY	
58 DRAEGERS SUPER MARKETS INC	3	SAN MATEO	CAL	ENERGY	
37 DRUMMOND & SLOAN GROCERY CO	4	DAYTON	OHIO	ENERGY	
56 EL RANCHO MARKETS INC	2	ARCADIA	CAL	ENERGY	
59 ENNEN THRIFTWAY MARKET	2	BELLINGHAM	WAS	ENERGY	
56 ESKO INC	3	LOS ANGELES	CAL	ENERGY	
56 FAIRWAY MARKETS	2	SANTA BARBARA	CAL	ENERGY	
59 FERGIES PARK N SHOP INC	4	MOUNT VERNON	WAS	ENERGY	
78 FIRESTINES GROCERY	2	WEST PITTSFORD	PA	ENERGY	
56 FOOD RANCH	2	SANTA ANA	CAL	ENERGY	
56 FOSTER PARK MARKET	2	VENTURA	CAL	ENERGY	
58 4-STAR DRIVE IN MARKET	2	MERCED	CAL	ENERGY	
20 FRED'S TOWN & COUNTRY MARKET	2	CASPER	WYO	ENERGY	
59 FULLERS MARKET BASKETS	2	CHEMULUS	WAS	ENERGY	
58 GAINES MARKETS	5	STOCKTON	CAL	ENERGY	
59 GRIFFITHS MARKETS	3	YAKIMA	WAS	ENERGY	
56 HUGHES MARKETS	6	SHERMAN OAKS	CAL	ENERGY	
35 INDEPENDENT WND GROC	0	BILLINGS	MON	ENERGY	

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FEDERAL TRADE COMMISSION  
 DEPT. OF COMMERCE  
 WASHINGTON, D.C. 20540

54	JORDAN INC	1	SANTA BARBARA	CAL	ENERGY	
56	K & E MARKETS	2	DORNEY	CAL	ENERGY	
59	LAURENTS SUPER MARKETS	2	YAKIMA	WAS	ENERGY	kind new 1960
59	LEES SHURFINE MARKETS	2	CLARKSTON	WAS	ENERGY	"
56	LOCKYERS GROCERY	2	LONG BEACH	CAL	ENERGY	
57	LOSDONS WHITE VILLA MKTS	2	HAMILTON	ONT	ENERGY	
58	LONGFELLOWS MARKETS	2	REDDING	CAL	ENERGY	since 1967
58	LOYDS FOOD MARKET	2	PORTERVILLE	CAL	ENERGY	
85	M & S FOODS	2	SAN DIEGO	CAL	ENERGY	since 1967
77	MATTHEWS SUPER MARKETS	2	ATLANTA	GA	ENERGY	
56	MAYFLOWER MARKETS	2	MORROVIA	CAL	ENERGY	
93	MC COLLUM FOOD STORES	2	AMARILLO	TEX	ENERGY	
56	MC COWANS MARKETS	2	SAN PEDRO	CAL	ENERGY	
77	MOZLEY T N & SONS	2	DOUGLASVILLE	GA	ENERGY	since 1967
59	NATIONAL RETAILERS OWNED GR	2	CHICAGO	ILL	ENERGY	
77	NATTS SUPER MARKETS	2	COLUMBUS	GA	ENERGY	since 1967
58	NICKELS PAYLESS FOOD STORES	4	FARMERSVILLE	CAL	ENERGY	
58	OCHINEROS SHOPPING CENTERS	2	FRESNO	CAL	ENERGY	
93	OLDHAM GROCERY & MARKET	3	AMARILLO	TEX	ENERGY	1966
20	ORFORDS MARKETS	2	CANON CITY	COL	ENERGY	since 1967
93	PANHANDLE ASSOCIATED GROCER		AMARILLO	TEX	ENERGY	since 1967
59	PARK 'N SHOP	2	TACOMA	WAS	ENERGY	
42	PEN MAR GROCERY CO	3	HANDOVER	PEN	ENERGY	
20	PENNY SAVER SUPER MARKETS	2	DENVER	COL	ENERGY	1965
77	PERRY SUPER MARKETS	2	ATLANTA	GA	ENERGY	since 1967
61	POLICE BROS GROCERY	4	ARMA	KAN	ENERGY	since 1967
93	POT & TAKE FOOD STORES	3	AMARILLO	TEX	ENERGY	
93	QUALITY FOOD STORES	2	AMARILLO	TEX	ENERGY	

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FEDERAL TRADE COMMISSION  
INVESTIGATION NO. 100-100000

58	RALEYS FOOD STORES	SACRAMENTO	CAL	ENERGY	
59	RALPHS FOOD CENTER	2 OLYMPIA	WAS	ENERGY	First and 11th
61	RAMEY SUPER MARKETS	2 SPRINGFIELD	MO	ENERGY	Abundant & good
56	RANKINS INC	4 TUCUMCA	CAL	ENERGY	
59	RAVS SUPER MARKETS INC	4 SEATTLE	WAS	ENERGY	First and 11th
57	REMKES MARKETS	2 COVINGTON	RY	ENERGY	41st
97	ROGHAARS FOOD CENTERS	1 SALT LAKE CITY	UTA	ENERGY	
58	ROSE BROS MARKETS	4 QUINCY	CAL	ENERGY	Since 1957
20	RUDYS INC	3 SIDNEY	NEB	ENERGY	Since 1957
58	SALTERS PACIFIC FOOD MKTS	2 MERCED	CAL	ENERGY	
56	SANTA CRUZ MARKETS	3 VENTURA	CAL	ENERGY	
20	SAVE A NICKEL STORES	2 CASPER	WYO	ENERGY	Since 1957
56	SAVENARY MARKETS	2 GLENDALE	CAL	ENERGY	
37	SAWAYS FRENCH MARKETS	5 DAYTON	OH	ENERGY	
59	SERV-U MARKETS	3 SEATTLE	WAS	ENERGY	Since 1957
56	SHOPRIGHT MARKETS INC	3 CHINO	CAL	ENERGY	
59	SIERRA FOODLAND	2 FRESNO	CAL	ENERGY	
77	SIMPSON'S FOOD TOWN SUPER MK	3 ATLANTA	GA	ENERGY	Since 1957
20	SHILING SEBERNS	2 DENVER	COL	ENERGY	Since 1957
68	STANLEYS BY RYTE STORES	2 MEMPHIS	TEN	ENERGY	
97	STINSONS INC	4 OGDEN	UTA	ENERGY	
59	SUMNER THRIFTWAY	2 SUMMER	WAS	ENERGY	Since 1957
20	SUPER SAVER MARKETS	3 DENVER	COL	ENERGY	Since 1957
56	SURLONS MARKETS	2 LONG BEACH	CAL	ENERGY	
59	T O G M SUPER MARKETS INC	4 BREHENTON	WAS	ENERGY	Since 1957
59	THRIFTY FOODS	4 MOUNT VERNON	WAS	ENERGY	"
20	TICHMAN FOOD MARKETS INC	2 FORT MORGAN	COL	ENERGY	Since 1957
59	UDENBERG THRIFTWAY MARKETS	2 GIG HARBOR	WAS	ENERGY	Since 1957

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58 UNITED GROCERS	SAN FRANCISCO	CAL	ENERGY	
56 V & S MARKET	SANTA MONICA	CAL	ENERGY	
58 VIRGILS FOOD MARKETS	SAN CARLOS	CAL	ENERGY	
37 WHITE VALLA GROCERY	CINCINNATI	OHIO	ENERGY	
77 WHITEMANS SUPER MARKETS	ATLANTA	GA	ENERGY	
93 WHITENAY FOOD STORES	AMERILLO	TEX	ENERGY	
56 WILLIAMS BROS MARKETS	SANTA MARIA	CAL	ENERGY	
78 WYOMING VALLEY DIST CO	WILKES BARRE	PEN	ENERGY	
42 YORKTOWNE WHO GROCERY	PHILADELPHIA	PEN	ENERGY	
61 BOOGART SUPPLY CO INC	CONCORDIA	KAN	EX OX	
98 BOOGART SUPPLY CO	CONCORDIA	KAN	EX OX	
61 HI WAY MARKET	SOLON	KAN	EX OX	
56 F & W MARKETS	LONG BEACH	CAL	F & W	
81 MICHAELS FAIR MART FOOD ST	BROOKLYN	NY	FAIR MART	
58 FAMOUS FOOD MARKETS	SACRAMENTO	CAL	FAMOUS FOOD	
58 GENERAL FOOD MARKET	SACRAMENTO	CAL	FAMOUS FOOD	
57 HUDSON HOUSE INC	ALBANY	ORE	FINER	
57 HUDSON HOUSE INC	BEND	ORE	FINER	
57 HUDSON HOUSE INC	LONGVIEW	WAS	FINER	
57 HUDSON HOUSE INC	PORTLAND	ORE	FINER	
57 HUDSON HOUSE INC	ROSEBURG	ORE	FINER	
57 HUDSON HOUSE INC	THE DALLES	ORE	FINER	
57 IRISH SWARTZ CO	EUGENE	ORE	FINER	
57 STEVES FOOD STORES	EMPIRE	ORE	FINER	
57 TOPS ALL FOODS INC	PORTLAND	ORE	FINER	
57 ZIMMERHANS 12 MILE STORE	GRESHAM	ORE	FINER	
56 FINE MARKETS			FINER	
56 CUMMINGS MARKET INC	LYNWOOD	CAL	FOOD GIANT	

FEDERAL TRADE COMMISSION  
POSTAL REGISTRATION  
JULY 1968

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See 1st Mar 1968

See 1st Mar 1968  
Private Reg.

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54	FOOD STANT MARKETS	4	LOS ANGELES	CAL	FOOD STANT	Jefferson Mfg.				
56	FOOD HOUSE MARKETS	4	LOS ANGELES	CAL	FOOD HOUSE	Willy Adams 1 yr.				
56	FOODLAND MARKETS	2	BELL GARDENS	CAL	FOODLAND	Billy Adams 2 yrs.				
56	FOODS CO	3	LOS ANGELES	CAL	FOODS CO	Jefferson Mfg. 1 yr.				
56	FOR MARKETS	13	LOS ANGELES	CAL	FOR	Jefferson Mfg.				
56	FOOD FAIR				FINE TEX					
56	FOOD FAIR STORES INC		BALTIMORE	MD	FINE TEX	19 yrs				
61	FOOD FAIR STORES INC		LINDEN	NJ	FINE TEX	2d Avenue 2 yrs				
74	FOOD FAIR OF PHILA	3	NORFOLK	VIR	FINE TEX					
42	FOOD FAIR STORES	245	PHILADELPHIA	PEN	FINE TEX	1000 1st Ave. 1000 2nd Ave. 1000 3rd Ave. 1000 4th Ave. 1000 5th Ave. 1000 6th Ave. 1000 7th Ave. 1000 8th Ave. 1000 9th Ave. 1000 10th Ave. 1000 11th Ave. 1000 12th Ave. 1000 13th Ave. 1000 14th Ave. 1000 15th Ave. 1000 16th Ave. 1000 17th Ave. 1000 18th Ave. 1000 19th Ave. 1000 20th Ave. 1000 21st Ave. 1000 22nd Ave. 1000 23rd Ave. 1000 24th Ave. 1000 25th Ave. 1000 26th Ave. 1000 27th Ave. 1000 28th Ave. 1000 29th Ave. 1000 30th Ave. 1000 31st Ave. 1000 32nd Ave. 1000 33rd Ave. 1000 34th Ave. 1000 35th Ave. 1000 36th Ave. 1000 37th Ave. 1000 38th Ave. 1000 39th Ave. 1000 40th Ave. 1000 41st Ave. 1000 42nd Ave. 1000 43rd Ave. 1000 44th Ave. 1000 45th Ave. 1000 46th Ave. 1000 47th Ave. 1000 48th Ave. 1000 49th Ave. 1000 50th Ave. 1000 51st Ave. 1000 52nd Ave. 1000 53rd Ave. 1000 54th Ave. 1000 55th Ave. 1000 56th Ave. 1000 57th Ave. 1000 58th Ave. 1000 59th Ave. 1000 60th Ave. 1000 61st Ave. 1000 62nd Ave. 1000 63rd Ave. 1000 64th Ave. 1000 65th Ave. 1000 66th Ave. 1000 67th Ave. 1000 68th Ave. 1000 69th Ave. 1000 70th Ave. 1000 71st Ave. 1000 72nd Ave. 1000 73rd Ave. 1000 74th Ave. 1000 75th Ave. 1000 76th Ave. 1000 77th Ave. 1000 78th Ave. 1000 79th Ave. 1000 80th Ave. 1000 81st Ave. 1000 82nd Ave. 1000 83rd Ave. 1000 84th Ave. 1000 85th Ave. 1000 86th Ave. 1000 87th Ave. 1000 88th Ave. 1000 89th Ave. 1000 90th Ave. 1000 91st Ave. 1000 92nd Ave. 1000 93rd Ave. 1000 94th Ave. 1000 95th Ave. 1000 96th Ave. 1000 97th Ave. 1000 98th Ave. 1000 99th Ave. 1000 100th Ave.				
42	DIAMOND SUPER MARKETS	2	HAZELTON	PEN	GARDEN					
42	GREAT LEOPARD MARKET CORP	2	CHESTER	PEN	GARDEN					
42	LEHNER MARKETS INC	10	PHILADELPHIA	PEN	GARDEN					
42	LITTLE BEAR SUPER MARKETS	3	MOUNT CARMEL	PEN	GARDEN					
42	PERLOFF BROS				GARDEN					
42	TERMINAL SUPER MARKETS INC	2	UPPER DABBY	PEN	GARDEN					
56	GATEWAY STORES INC	6	LOS ANGELES	CAL	GATEWAY	Jefferson Mfg. 1 yr.				
61	BALLS SUPER MARKETS	2	KANSAS CITY	KAN	GLO X	1000 1st Ave. 1000 2nd Ave. 1000 3rd Ave. 1000 4th Ave. 1000 5th Ave. 1000 6th Ave. 1000 7th Ave. 1000 8th Ave. 1000 9th Ave. 1000 10th Ave. 1000 11th Ave. 1000 12th Ave. 1000 13th Ave. 1000 14th Ave. 1000 15th Ave. 1000 16th Ave. 1000 17th Ave. 1000 18th Ave. 1000 19th Ave. 1000 20th Ave. 1000 21st Ave. 1000 22nd Ave. 1000 23rd Ave. 1000 24th Ave. 1000 25th Ave. 1000 26th Ave. 1000 27th Ave. 1000 28th Ave. 1000 29th Ave. 1000 30th Ave. 1000 31st Ave. 1000 32nd Ave. 1000 33rd Ave. 1000 34th Ave. 1000 35th Ave. 1000 36th Ave. 1000 37th Ave. 1000 38th Ave. 1000 39th Ave. 1000 40th Ave. 1000 41st Ave. 1000 42nd Ave. 1000 43rd Ave. 1000 44th Ave. 1000 45th Ave. 1000 46th Ave. 1000 47th Ave. 1000 48th Ave. 1000 49th Ave. 1000 50th Ave. 1000 51st Ave. 1000 52nd Ave. 1000 53rd Ave. 1000 54th Ave. 1000 55th Ave. 1000 56th Ave. 1000 57th Ave. 1000 58th Ave. 1000 59th Ave. 1000 60th Ave. 1000 61st Ave. 1000 62nd Ave. 1000 63rd Ave. 1000 64th Ave. 1000 65th Ave. 1000 66th Ave. 1000 67th Ave. 1000 68th Ave. 1000 69th Ave. 1000 70th Ave. 1000 71st Ave. 1000 72nd Ave. 1000 73rd Ave. 1000 74th Ave. 1000 75th Ave. 1000 76th Ave. 1000 77th Ave. 1000 78th Ave. 1000 79th Ave. 1000 80th Ave. 1000 81st Ave. 1000 82nd Ave. 1000 83rd Ave. 1000 84th Ave. 1000 85th Ave. 1000 86th Ave. 1000 87th Ave. 1000 88th Ave. 1000 89th Ave. 1000 90th Ave. 1000 91st Ave. 1000 92nd Ave. 1000 93rd Ave. 1000 94th Ave. 1000 95th Ave. 1000 96th Ave. 1000 97th Ave. 1000 98th Ave. 1000 99th Ave. 1000 100th Ave.				
61	GREENHILLS SUPER MARKETS IN	4	ST JOSEPH	MO	GLO X					
61	JUSTITE SUPER STORES INC	2	KANSAS CITY	MO	GLO X					
61	KANSAS SERVICE GROCERS		KANSAS CITY	KAN	GLO X					
79	KROGER CO THE		ST LOUIS	MO	GLO X					
61	RILEYS MASTER MARKETS	4	KIRKSVILLE	MO	GLO X	1000 1st Ave. 1000 2nd Ave. 1000 3rd Ave. 1000 4th Ave. 1000 5th Ave. 1000 6th Ave. 1000 7th Ave. 1000 8th Ave. 1000 9th Ave. 1000 10th Ave. 1000 11th Ave. 1000 12th Ave. 1000 13th Ave. 1000 14th Ave. 1000 15th Ave. 1000 16th Ave. 1000 17th Ave. 1000 18th Ave. 1000 19th Ave. 1000 20th Ave. 1000 21st Ave. 1000 22nd Ave. 1000 23rd Ave. 1000 24th Ave. 1000 25th Ave. 1000 26th Ave. 1000 27th Ave. 1000 28th Ave. 1000 29th Ave. 1000 30th Ave. 1000 31st Ave. 1000 32nd Ave. 1000 33rd Ave. 1000 34th Ave. 1000 35th Ave. 1000 36th Ave. 1000 37th Ave. 1000 38th Ave. 1000 39th Ave. 1000 40th Ave. 1000 41st Ave. 1000 42nd Ave. 1000 43rd Ave. 1000 44th Ave. 1000 45th Ave. 1000 46th Ave. 1000 47th Ave. 1000 48th Ave. 1000 49th Ave. 1000 50th Ave. 1000 51st Ave. 1000 52nd Ave. 1000 53rd Ave. 1000 54th Ave. 1000 55th Ave. 1000 56th Ave. 1000 57th Ave. 1000 58th Ave. 1000 59th Ave. 1000 60th Ave. 1000 61st Ave. 1000 62nd Ave. 1000 63rd Ave. 1000 64th Ave. 1000 65th Ave. 1000 66th Ave. 1000 67th Ave. 1000 68th Ave. 1000 69th Ave. 1000 70th Ave. 1000 71st Ave. 1000 72nd Ave. 1000 73rd Ave. 1000 74th Ave. 1000 75th Ave. 1000 76th Ave. 1000 77th Ave. 1000 78th Ave. 1000 79th Ave. 1000 80th Ave. 1000 81st Ave. 1000 82nd Ave. 1000 83rd Ave. 1000 84th Ave. 1000 85th Ave. 1000 86th Ave. 1000 87th Ave. 1000 88th Ave. 1000 89th Ave. 1000 90th Ave. 1000 91st Ave. 1000 92nd Ave. 1000 93rd Ave. 1000 94th Ave. 1000 95th Ave. 1000 96th Ave. 1000 97th Ave. 1000 98th Ave. 1000 99th Ave. 1000 100th Ave.				
62	EVERGREEN FOOD STORES	2	LORAIN	ONT	GOLD STAR					
62	GOLDBERG FOOD STORES	3	LORAIN	ONT	GOLD STAR					
62	JACOBY BROS	2	LORAIN	ONT	GOLD STAR					
62	POLANSKY'S MARKETS	2	LORAIN	ONT	GOLD STAR					
50	GOLDBLATT BROS INC	17	CHICAGO	ILL	GOLDBLATT BROS	1000 1st Ave. 1000 2nd Ave. 1000 3rd Ave. 1000 4th Ave. 1000 5th Ave. 1000 6th Ave. 1000 7th Ave. 1000 8th Ave. 1000 9th Ave. 1000 10th Ave. 1000 11th Ave. 1000 12th Ave. 1000 13th Ave. 1000 14th Ave. 1000 15th Ave. 1000 16th Ave. 1000 17th Ave. 1000 18th Ave. 1000 19th Ave. 1000 20th Ave. 1000 21st Ave. 1000 22nd Ave. 1000 23rd Ave. 1000 24th Ave. 1000 25th Ave. 1000 26th Ave. 1000 27th Ave. 1000 28th Ave. 1000 29th Ave. 1000 30th Ave. 1000 31st Ave. 1000 32nd Ave. 1000 33rd Ave. 1000 34th Ave. 1000 35th Ave. 1000 36th Ave. 1000 37th Ave. 1000 38th Ave. 1000 39th Ave. 1000 40th Ave. 1000 41st Ave. 1000 42nd Ave. 1000 43rd Ave. 1000 44th Ave. 1000 45th Ave. 1000 46th Ave. 1000 47th Ave. 1000 48th Ave. 1000 49th Ave. 1000 50th Ave. 1000 51st Ave. 1000 52nd Ave. 1000 53rd Ave. 1000 54th Ave. 1000 55th Ave. 1000 56th Ave. 1000 57th Ave. 1000 58th Ave. 1000 59th Ave. 1000 60th Ave. 1000 61st Ave. 1000 62nd Ave. 1000 63rd Ave. 1000 64th Ave. 1000 65th Ave. 1000 66th Ave. 1000 67th Ave. 1000 68th Ave. 1000 69th Ave. 1000 70th Ave. 1000 71st Ave. 1000 72nd Ave. 1000 73rd Ave. 1000 74th Ave. 1000 75th Ave. 1000 76th Ave. 1000 77th Ave. 1000 78th Ave. 1000 79th Ave. 1000 80th Ave. 1000 81st Ave. 1000 82nd Ave. 1000 83rd Ave. 1000 84th Ave. 1000 85th Ave. 1000 86th Ave. 1000 87th Ave. 1000 88th Ave. 1000 89th Ave. 1000 90th Ave. 1000 91st Ave. 1000 92nd Ave. 1000 93rd Ave. 1000 94th Ave. 1000 95th Ave. 1000 96th Ave. 1000 97th Ave. 1000 98th Ave. 1000 99th Ave. 1000 100th Ave.				

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	SHARON	PEN	GOLDEN DAIRY
62	GOLDEN DAIRY FOODS		
62	PATTONS MARKET	2	GOLDEN DAIRY
58	GREEN SPOT FOOD STORES	2	GREEN SPOT
61	DURNANS MARKETS	2	GRIFFINS
99	GRIFFIN GROCERY CO		GRIFFINS
81	GRISTEDE BROS INC	125	NY GRISSDALE
57	BERGS INC	4	ORE MI POWER
57	EMERYS ISA STORES	4	ORE MI POWER
57	H & L SERV U MARKETS INC	2	ORE MI POWER
57	HALLS WALDPORT PUBLIC MARKE	2	ORE MI POWER
1	SEARCHES FOOD STORES	3	ILL MI POWER
79	WETTERAU GROCERY CO		MI POWER
81	HILLS SUPERMARKETS	2	NY MILLERITE
56	MIRAMS MARKETS	4	CAL MIRAMS
50	HOLLES & CO		ILL HOLLES
50	LEVINES GROCERY		ILL HOLLES
56	STATER BROS MARKETS	25	HOUSEHOLD
44	CANBELL HOLTEN & CO		ILL NY CLO
44	JOHNSTON SUPER MARKETS	4	ILL NY CLO
44	KROGER CO THE		ILL NY CLO
61	BEATY GROCERY CO INC	3	MO NY ELAS
61	BEATYS NY ELAS FOOD STORES	3	MO NY ELAS
61	DRIVE IN SUPER MARKETS	2	MO NY ELAS
61	FREEMANS GROCERY & LOCKERS	3	MO NY ELAS
61	MERRIGAN SUPER MARKETS	3	MO NY ELAS
61	MILLERS NY ELAS STORES	2	KAN NY ELAS
61	PAULS MARKETS	2	KAN NY ELAS
61	RAYS SUPER MARKET	2	KAN NY ELAS

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Shawnee

61	RITEWAY STORES	2	GRANT CITY	MO	MY ELAS	
30	SUPER DUPEL INC	3	OHAMA	NEB	MY ELAS	FEDERAL TRADE COMMISSION SPECIAL INQUIRY REPORT NO. 69-11
61	TURNERS MY ELAS FOOD STORES	2	ST JOSEPH	MO	MY ELAS	
57	SAVINGS CENTER STORE	2	SALEM	ORE	MY POWER	
61	SAFENAY STORES INC		KANSAS CITY	MO	MY PRO	
62	A & S FOOD STORES	4	STUBENVILLE	OHIO	IDEAL	Shawnee
62	POOLES MARKETS	4	STUBENVILLE	OHIO	IDEAL	"
56	LITTLE GIANT FOOD STORES	2	LONG BEACH	CAL	IRIS	"
56	SMART & FINAL IRIS CO		LOS ANGELES	CAL	IRIS	"
56	THRIFTWAY STORES	50			IRIS	Jefferson 7/4/4
37	GERSHOWS SUPER MARKETS INC	7	DAYTON	OHIO	JACK & JILL	Miami Beach - Shawnee
37	KROGER CO THE		DAYTON	OHIO	JACK & JILL	"
37	LIBERAL MARKETS INC THE	19	DAYTON	OHIO	JACK & JILL	"
73	WASH FOODLIMERS INC	26	YORKTOWN	IND	JACK & JILL	"
73	NATIONAL TEA CO		INDIANAPOLIS	IND	JACKSON SPECIAL	Edwards, Peter
73	STANDARD GROCERY CO		INDIANAPOLIS	IND	JACKSON SPECIAL	
25	CENTRAL MARKETS INC	19	SCHENECTADY	NY	JESSE	J. L. Bennett
56	COMMUNITY MARKETS	4	BURBANK	CAL	JIM & GILL	Shawnee 7/4/4
56	JIM DANDY MARKETS	9	LOS ANGELES	CAL	JIM DANDY	Shawnee 7/4/4
56	JIMS MEATS & FINE FOODS	2	WHITTIER	CAL	JIMS	"
62	ZACKS ATOMIC SUPER MARKET	2	CLEVELAND	OHIO	JONES	"
79	GENERAL GROCERY CO		ST LOUIS	MO	JUST RIGHT	"
93	ALEXANDER SUPER MARKETS	4	EUNICE	NM	KALEX	Shawnee 7/4/4
93	BOBS DAY-6 NIGHT SUPER STOR	2	LUBBOCK	TEX	KALEX	Shawnee 7/4/4
93	ELLISONS GROCERY & MARKETS	4	HOBBS	NM	KALEX	"
93	FOODWAY SUPER MARKETS	2	AMARILLO	TEX	KALEX	"
93	H & J FOOD BASKETS	3	ARTESIA	NM	KALEX	"
54	HOWARDS PIGGLY WIGGLY STORE	5	MAGNOLIA	ARK	KALEX	"

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Map. *Minnesota*

91	KIMBELL FOOD PROD CO	2	FORT NORTH	TEX	KALEX	<i>Handed back to Prob. G.</i>	<i>2/6/57</i>
94	LINGOS STORES	2	HOT SPRINGS	ARK	KALEX	"	<i>Final Paid. 1956</i>
67	PLEMONS FOODSTOR	2	CORPUS CHRISTI	TEX	KALEX	"	"
93	TAYLORS MARKETS	3	AMARILLO	TEX	KALEX	"	"
93	THRIFTY WAY FOOD STORES	3	CARLEBAD	NM	KALEX	"	"
93	WHITES SUPER MARKETS	5	PLAINVIEW	TEX	KALEX	"	"
58	KELLEYS MARKETS	2	BAKERSFIELD	CAL	KELLEYS	<i>Don't Cal. TOTAL TRADE COMPANY</i>	<i>about 1 year</i>
42	LEWIS BROS	3	PERKASIE	PEN	KELLOGG	"	"
42	LOHRY A		PHILADELPHIA	PEN	KELLOGG	"	"
81	CENTRAL FOOD EXCHANGE	3	ASTORIA	NY	KEY	<i>Amelia Parker</i>	"
81	DOUBLE JAY FOOD MARKETS THE	3	NEW YORK	NY	KEY	"	"
81	KEY FOOD STORES		BROOKLYN	NY	KEY	<i>Pres's Store</i>	"
81	PICK QUICK SUPER MARKETS	4	NEW YORK	NY	KEY	"	"
81	SPEEDWAY FOOD STORES INC	4	BROOKLYN	NY	KEY	"	"
91	KING COLE MARKETS INC	5			KING COLE	<i>Leafy &amp; some other</i>	<i>Pres's 2/10/57</i>
91	KINGS SUPER MARKETS INC	7	IRVINGTON	NJ	KINGS	<i>J. L. Bennett</i>	"
44	KITCHELLS MARKETS	3	PEKIN	ILL	KITONELL	"	"
73	SHON BROS INC		SOUTH BEND	IND	KLORENE	"	"
56	KORYS	12	LOS ANGELES	CAL	KORYS	<i>Jefferson 10/4</i>	"
44	EISNER GROCERY CO	44	CHAMPAIGN	ILL	LAUNDER MAID	<i>Lucia Miller</i>	"
50	EISNER GROCERY CO	44	CHAMPAIGN	ILL	LAUNDER MAID	"	"
44	EISNER FISHER GROCERY CO		SPRINGFIELD	ILL	LAUNDER MAID	"	"
50	JEWEL TEA CO INC	183	MELROSE PARK	ILL	LAUNDER MAID	<i>Lucia Miller</i>	<i>under 2/6/57</i>
20	AURORA PIGGLY WIGGLY	3	AURORA	COL	LAUNDREX	<i>Kelly Bros</i>	<i>2/53</i>
20	SIRGES FARMLEE FOODS	2	CHEYENNE	WYO	LAUNDREX	"	"
20	BUSLEY SUPERMARKET CO	14	DENVER	COL	LAUNDREX	"	"
20	CALS MARKET	2	CHEYENNE	WYO	LAUNDREX	"	"
20	KLEIN MARKETS	2	LA JOLTA	COL	LAUNDREX	"	"

333X



RX. 69-3

7/4/68

LAUREN

20	MAR H.A. GROCERY CO	DERBY	CO	LAUREN	
20	PIERCE WISLEY	2	DERBY	CO	LAUREN
49	ELEIN SUPER MARKETS INC	23	ST PAUL	MIN	LE JUNE
58	LEE BROS MARKETS INC	17	HAYWARD	CAL	LEE BROS
50	LINCOLN				LINCOLN
98	PARKA BROS SUPER MARKETS	8	WICHITA	KAN	LINE X
73	CHEN GROCERY CO	8	RUSSELLVILLE	IND	LITTLE SPORT
73	HELMS FOOD MARKETS	3	MORGANTOWN	IND	LITTLE SPORT
37	HENRY HELMERS BRO CO		CINCINNATI	OH	LITTLE HOMMIE
73	HURSON REAL STORES	2	ELLETTSVILLE	IND	LITTLE SPORT
62	MC ALLISTER DAIRY FARMS INC	34	WARREN	OH	LITTLE HACS
57	MORRONS	2	NEWPORT	KY	LITTLE HOMMIE
37	PLEEZING STORES		CINCINNATI	OH	LITTLE HOMMIE
73	REGAL STORES INC		INDIANAPOLIS	IND	LITTLE SPORT
73	THOMAS FOOD MARKETS	3	SHELBYVILLE	IND	LITTLE SPORT
56	LLOYDS MARKETS INC	3	SOUTH GATE	CAL	LLOYDS
42	CROWN MARKETS	3	PAULSBORO	NJ	LOGAN
42	HAZZANTI & SONS GROCERS	2	BRISTOL	PA	LOGAN
42	PENN MUTUAL				LOGAN
42	RESNICK & WOOLINGER MARKETS	2	MILLVILLE	NJ	LOGAN
42	ZEBRICK SAMUEL GROCERS	2	PHILADELPHIA	PA	LOGAN
78	BIG CHIEF MARKETS	8	CARBONDALE	PA	MAGIA
78	GIANT MARKETS	8	SCRANTON	PA	MAGIA
58	BUY & SAVE MARKET		MEMO PARK	CAL	MAID RITE
58	KOCKOS BROS LTD	3	SAN FRANCISCO	CAL	MAID RITE
56	MALOLEY BROTHERS INC		PORT WAYNE	IND	MALOLEY
58	MAR VAL FOOD STORES	2	LOOT	CAL	MAR VAL
50	MARVS SUPER		CHICAGO	ILL	MARC JAY

FEDERAL TRADE COMMISSION  
DO NOT WRITE IN THESE SPACES

J. F. Edwards

Chas. E. Co.

J. F. Edwards

W. J. Edwards

Magic Chas. Co.

Chas. E. Co.

Long Val 7/4/68  
Chas. E. Co.

RX-69-P

16

776

Person

NO	NAME	CHICAGO	ILL	MARC	JAY
50	ZURMAN H & CO	CHICAGO	ILL	MARC	JAY
52	SCHWABER BROS MARKETS	2 MASSILLON	CHI	MARGARENE	Min-Op Elm
56	CANNERY SALES STORES INC	17 OAKLAND	CAL	MARKET	Long Elm
56	MARKET BASKET	LOS ANGELES	CAL	MARKET BASKET	Long Elm
58	STANDARD WMO GROCERY CO	OAKLAND	CAL	MARKET	Long Elm
58	U S MARKETS	5 RODEO	CAL	MARKET	Long Elm
58	WESTLAND MARKETS	2 OAKLAND	CAL	MARKET	Long Elm
73	GROUB THE JOHN C CO	33 SEYMOUR	IND	MARY ANN	P.H. Eichen
58	GOLDSTEIN & IERMAN INC	2 VISALIA	CAL	HAYFAIR	Long Elm
56	HAYFAIR MARKETS	37 LOS ANGELES	CAL	HAYFAIR	"
56	U TEL EX-MARKETS	11 LOS ANGELES	CAL	HAYFAIR	Long Elm
56	HAYFLOWER MARKETS	2 HONOLULU	CAL	HAYFLOWER	Long Elm
56	MC COYS MARKETS	11 BELLFLOWER	CAL	MC COYS	Long Elm
56	MC DANIELS MARKETS	8 LOS ANGELES	CAL	MC DANIELS	"
56	METRICKS MARKETS	COMPTON	CAL	METRICKS	"
73	MULMAN & COMPANY LABORATORIO	TERRE HAUTE	IND	MIRA CLO	
73	LAMBERTS FOODLINERS	2 WEST TERRE HAUTE	IND	MIRA CLO	
56	THOMAS & HOWARD CO	SC	MISS CAROLINA	MISS CAROLINA	Long Elm
82	THOMAS & HOWARD CO	CHESTER	SC	MISS CAROLINA	Long Elm
97	IDAMO FOOD MARKETS	5 IDAMO FALLS	IDA	NO LABEL YET	
79	EL BE GROCER CO	ST LOUIS	MO	NO HE	
79	NATIONAL FOODS DIS	ST LOUIS	MO	NO HE	
44	A G STORES	ST LOUIS	MO	NOVEL WASH	
51	GOFF FOOD STORES	3 JEFFERSON CITY	MO	NOVEL WASH	
44	JACKSONVILLE FOODS	2 JACKSONVILLE	ILL	NOVEL WASH	
79	MALONE & HYDE	SILESTON	MO	HU WAY	
90	O BRIENS SUPERMARKETS INC	4 DETROIT	MIC	OBIENS	
56	PAYLESS MARKETS	3 PHOENIX	CAL	OUR OWN	

RECEIVED  
JAN 10 1970  
FBI - CHICAGO

Handwritten notes and signatures in the right margin.

RX. 69-Q									
17									
mfg. duration									
GENERAL TRADE COMMISSION									
59 VANS MARKET	2	FRENCH	CAL	OUR OWN					
59 ANDERSONS SUPER DUPER STORE	3	YAKIMA	WAS	OUR VALUE WASHTEX	Panama Corp.	11/1/57	11/1/58		
59 AVILAS MARKETS	2	SAN JOSE	CAL	OUR VALUE WASHTEX					
59 BIG BEAR STORES INC	7	SEATTLE	WAS	OUR VALUE WASHTEX	Panama Corp.	3 year	11/1/57	11/1/58	
59 CONTINENTAL FOODS		YAKIMA	WAS	OUR VALUE WASHTEX					
59 FOOD KING SUPER MARKETS	12	TACOMA	WAS	OUR VALUE WASHTEX	Panama Corp.	11/1/57	11/1/58		
59 FOODLAND	2	SEATTLE	WAS	OUR VALUE WASHTEX					
59 FOODVILLE	2	SEATTLE	WAS	OUR VALUE WASHTEX					
59 GRENIERS MARKETS	2	TACOMA	WAS	OUR VALUE WASHTEX					
59 LOUIS LEVY GRO CO		BAYON ROUGE	LA	OUR VALUE WASHTEX					
59 PUGET SOUND PIGGLY WIGGLY	7	PIYALLUP	WAS	OUR VALUE WASHTEX	Panama Corp.	11/1/57	11/1/58		
45 RED & WHITE STORES		BAYON ROUGE	LA	OUR VALUE WASHTEX					
58 RENZEL E H		SAN JOSE	CAL	OUR VALUE WASHTEX					
59 SWANSON BROS	2	ABERDEEN	WAS	OUR VALUE WASHTEX	Panama Corp.	11/1/57	11/1/58		
59 WEST COAST GRO CO		TACOMA	WAS	OUR VALUE WASHTEX					
56 OVENS MARKETS	2	SAN BERNARDINO	CAL	OVENS					
56 PANORAMA MARKETS	3	LOS ANGELES	CAL	PANORAMA					
42 BEST MARKETS INC		PHILADELPHIA	PEN	PANTY PRIDE					
54 PAPPAS FOOD MARKETS INC	3	BALTIMORE	MD	PAPPAS					
37 POSTERS GROCERY	2	CINCINNATI	OH	PARKVIEW					
37 JOYCE MARKETS INC	9	CINCINNATI	OH	PARKVIEW					
37 LANGEN FOOD MARKETS	3	CINCINNATI	OH	PARKVIEW					
37 NISHIELLS PARKVIEW MARKETS	2	CINCINNATI	OH	PARKVIEW					
37 PARKVIEW MARKETS INC		CINCINNATI	OH	PARKVIEW					
56 PARKWAY MART	3	BALDWIN PARK	CAL	PARKWAY MART					
56 PAULS MARKETS	3	SAN BERNARDINO	CAL	PAULS					
79 SHAFOR				PAY DAY					
42 LAN BROS SUPER MARKETS	3	ESSINGTON	PEN	PENN TREASY					

336X

San Val 3 yrs  
Hawaii 10 mos



APX-69-A 18

7/14 Auction

42	BEHN BEER CO	8	PHILADELPHIA	PEN	PENN TREATY	
42	QUAKER CITY WHO GRO		PHILADELPHIA	PEN	PENN TREATY	
42	RYAN STORES CO	4	CHESTER	PEN	PENN TREATY	
42	SHAFERS MARKETS	2	ELSMERE	CON	PENN TREATY	
42	SINGERS GROCERY	2	CAMDEN	CON	PENN TREATY	
42	STRANO BROS	2	PHILADELPHIA	PEN	PENN TREATY	
42	WEISS BROS MARKETS	4	CAMDEN	CON	PENN TREATY	
42	CASSINERS FOOD MARKETS	2	FARRELL	PEN	PENNSYLVANIA BEST	These 2 with the 11's
42	CHRISTIAN J F CO	2	GREENVILLE	PEN	PENNSYLVANIA BEST	
42	JOSEPHS SUPER MARKET INC	2	NEW CASTLE	PEN	PENNSYLVANIA BEST	
42	MIRACLE MARKETS INC	2	NILES	OHIO	PENNSYLVANIA BEST	
57	MC KAYS MARKETS	7	EUGENE	ORE	PHEASANT	
57	NAMELESS FOOD MARKETS	2	SALEN	ORE	PHEASANT	
57	PAY N TAK IT	2	VANCOUVER	WAS	PHEASANT	
57	WADHAMS & COMPANY		PORTLAND	ORE	PHEASANT	
85	PIGGY WIGLY OF SAN DIEGO	10	SAN DIEGO	CAL	PLYMOUTH	Jefferson Bros
86	LOUIS STORES	36	OAKLAND	CAL	POPPY	John C. Lee
86	POWERS MARKETS	3	SAN BERNARDINO	CAL	POWERS	id same
42	MC CRAY & HUNTER FOOD MKTS	3	PHILADELPHIA	PEN	R G E	Jefferson Bros
42	RICHMOND GROCERY CO		PHILADELPHIA	PEN	R G E	
56	RALPHS GROCERY CO	34	LOS ANGELES	CAL	RALPHS	David Evans
56	BILLS RANCH MARKET	6	BURBANK	CAL	RANCH MARKET	Jefferson Bros
85	RANCHO MARKET BASKETS	4	SAN DIEGO	CAL	RANCHO MARKET BASKE	Jefferson Bros
44	HOENR CHRIS		PEORIA	ILL	RE JOYCE	
44	MARQUETTE HEIGHTS SUPER MKT	2	PEKIN	ILL	RE JOYCE	David Evans
62	BEERS SUPER MARKETS	3	MANSFIELD	OHIO	RED LABEL	
62	CENTRAL FRUIT & GROCERY THE		MANSFIELD	OHIO	RED LABEL	
48	CONSOLIDATED FOODS CORP		CHICAGO	ILL	RED LILY	

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RX-69-J

19

744 Division

48	MONARCH FINE FOODS						RED LILY	
51	THOMAS SUPER MARKETS INC	2	PARKERSBURG	WV			RED LILY	
42	DAILY SUPER MARKETS INC	2	TUPELO	MS			RIVAL BLUE	
42	DI BRUNS BROS	2	PHILADELPHIA	PA			RIVAL BLUE	
42	JERRY'S MARKETS	2	PHOENIXVILLE	PA			RIVAL BLUE	
42	MONTGOMERY WH	2					RIVAL BLUE	
42	PEOPLES MARKET	2	PHILLIPSBURG	NJ			RIVAL BLUE	
42	PIONEER SUPER MARKETS	2	HAZARETH	PA			RIVAL BLUE	
42	REAL SUPER FOOD MKTS INC	2	COLLINGSWOOD	NJ			RIVAL BLUE	
42	TIDESCHI C & SONS	2	CARDIN	CO			RIVAL BLUE	
85	ROYAL RANCH MKT		ARTESIA	CA			ROY'S	
85	ROY'S MARKETS	1	SAN DIEGO	CA			ROY'S	
50	RUSSELL'S MARKETS INC	10	HAYWARD	CA			RUSSELLS	
56	SAGES COMPLETE MARKETS	4	SAN BERNARDINO	CA			SAGES	
81	DATCH SHOPWELL STORES	74	NEW YORK	NY			SALLY SHOPWELL	
98	CIRCLE FOOD MARKS	2	ARKANSAS CITY	KAN			SANTA FE	
98	RAHNEY DAVIS MERC CO		ANTHONY	KAN			SANTA FE	
98	RAHNEY DAVIS MERC CO		ARKANSAS CITY	KAN			SANTA FE	
98	RAHNEY DAVIS MERC CO		ENID	OKL			SANTA FE	
98	RAHNEY DAVIS MERC CO		WICHITA	KAN			SANTA FE	
98	RAHNEY DAVIS MERC CO		WOODWARD	OKL			SANTA FE	
98	SHUTLER BROS MARKETS	2	ARKANSAS CITY	KAN			SANTA FE	
98	STONER STORES	2	GARDEN CITY	KAN			SANTA FE	
61	GARRETT WHOLESALE CO	8	WILLOW SPRINGS	MO			SAGO	
61	HACKIE & WILLIAMS FOOD STOR	6	KIRKSVILLE	MO			SAGO	
61	HILGRAM FOOD STORES INC	17					SAGO	
61	HOWELL'S IGA MARKETS	2					SAGO	
79	RAPP SUPER MARKETS		ST LOUIS	MO			SAGO	

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*Quercus*

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Remission

TRADE COMMISSION  
FEDERAL TRADE COMMISSION  
UNIT NO. 101

Same Corp.

60	ALBERTSONS FOOD CENTERS	43	ROSE	IDA	SONNY ROY				
60	ALBERTSONS FOOD CENTERS		SPOKANE	WAS	SONNY ROY				
60	ROUNDUP GROCERY CO		SPOKANE	WAS	SONNY ROY				
60	SIGMAN FOOD STORES	16	SPOKANE	WAS	SONNY ROY				Same Corp.
10	EVANS JACK FOOD MARTS INC	7	DALLAS	TEX	SPARKLIN WHITE				Sparklin White
95	KROGER CO THE				SPARKLIN WHITE				
77	KROGER CO THE		EAST POINT	GA	SPARKLIN WHITE				
10	TEXAS WHOLESALE GROCERY		DALLAS	TEX	SPARKLIN WHITE				
10	WYATT FOOD STORES	29	DALLAS	TEX	SPARKLIN WHITE				Sparklin White
34	AMERICAN STORES CO		BALTIMORE	MD	SPEEDUP				10 year
89	AMERICAN STORES CO		JOHNSTOWN	PEN	SPEEDUP				Kind Char Co
81	AMERICAN STORES CO		KEARNY	NJ	SPEEDUP				J. H. Dineen
42	AMERICAN STORES CO	961	PHILADELPHIA	PEN	SPEEDUP				"
81	AMERICAN STORES CO		SYRACUSE	NY	SPEEDUP				Many places
78	AMERICAN STORES CO		WILKES BARRE	PEN	SPEEDUP				J. H. Dineen
3	NU WAY SUPER MARKETS INC	67	BUFFALO	NY	SPEEDUP				
81	SPINNERS SUPER MARKETS	7	BROOKLYN	NY	SPINNERS				Proctor's Book
74	COLONIAL STORES INC		NORFOLK	VIR	SPOTLESS				Alma Magic Co
56	JAYS MARKETS	2	EL MONTE	CAL	STARLITE				Martha's Book Co
97	STINSONS INC	4	ODGEN	UTA	STINSONS				100
5	STOP & SHOP INC	83	BOSTON	MASS	STOP & SHOP				J. H. Dineen
5	STOP & SHOP INC		WEST HARTFORD	CON	STOP & SHOP				many places
81	DAVIDSON BROS	5	NEW BRUNSWICK	NJ	SUN DIAL				Bin 3 9/11/57
81	OT LEO & SONS INC	3	LINDEN	NJ	SUN DIAL				"
81	FOOD CIRCUS SUPERMARKETS	3	MIDDLETON	NJ	SUN DIAL				"
81	MAYFAIR SUPER MARKETS	9	PLAINFIELD	NJ	SUN DIAL				"
81	NATIONAL GROCERY CO	6	ELIZABETH	NJ	SUN DIAL				"
81	PIED PIPER SUPER MARKETS	3	LINDEN	NJ	SUN DIAL				"

341X



RX-69-X 28

744

TRADE CREDIT  
NOT IN FULL

FEDERAL RESERVE  
NOT IN FULL

J. L. Smith

42 SPANFORD GROC CO

42 KAHN'S SUPER MARKET

42 LANCASTER COUNTY FARMERS INC

42 LEVINS MARKETS

42 SCHAPI'S MARKETS

42 TAGLIERIS MARKETS

81 UNIVERSAL MARKETS

42 B & M SUPER MARKET

58 CANNED FOOD CENTERS

42 CARLS MARKET INC

42 CASSELL'S FOOD MARKETS

42 CLEWERS SUPER MARKETS

42 D & L MARKETS

42 MARTEL BROS SUPER MARKETS

42 SAFE FOOD MARKETS

42 SCHUYLKILL VALLEY WHO CO

42 SERNOFF BROS MARKETS

93 BUDDY'S SUPER MARKETS

93 MORHE FOOD STORES

93 MAPLES PLATTER COMPANY

42 CAMDEN GROCERY CO

42 JERSEY FOOD CENTER INC

61 BEAVERS MARKET

61 KROGER CO INC

61 TEMPLE STEPHENS CO

61 TOWNSEND WHOLESALE

79 TRI CITY GROCERY CO

58 CARDINAL GROCERY STORES INC

LEVITOWN

PHILADELPHIA

PHILADELPHIA

PHILADELPHIA

MORRISTOWN

UNIVERSAL

PHILADELPHIA

SAN FRANCISCO

CHAMBERSBURG

SOUBERTON

LANDDALE

PHILADELPHIA

CHESTER

CROYDON

VALLEY FORGE

QUAKERTOWN

AMARILLO

ROSWELL

FORT WORTH

PHILADELPHIA

GLOUCESTER CITY

KANSAS CITY

MOREBLY

MARYVILLE

GRANITE CITY

SACRAMENTO

UNITY

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UNIVERSAL

VALLEY FORGE

VALLEY BLOOM

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RX 69-Y 25

7/1/54

TRADE MARK  
REGISTERED  
FEDERAL TRADE COMMISSION

58	LUCKY STORES INC	58	SAN LEANDRO	CAL	WASH WITE
1	WINN DIXIE				WHITE ARRON
16	WINN DIXIE STORES INC		GREENVILLE	SC	WHITE ARRON
75	WINN DIXIE LOUISVILLE INC		LOUISVILLE	KY	WHITE ARRON
95	WINN DIXIE MONTGOMERY		MONTGOMERY	ALA	WHITE ARRON
49	WINN DIXIE HILL INC		NEW ORLEANS	LA	WHITE ARRON
86	WINN DIXIE STORES INC		RALEIGH	NC	WHITE ARRON
87	WINN DIXIE STORES INC		RALEIGH	NC	WHITE ARRON
14	WINN DIXIE		TAMPA	FLA	WHITE ARRON
37	COLONIAL STORES INC		CINCINNATI	OH	WHITE CAP
34	FOOD FAIR SUPER MARKETS		WASHINGTON	DC	WHITE DOVE
81	GRAND UNION CO THE	382	EAST PATERSON	NJ	WHITE DOVE
25	GRAND UNION CO		WATERFORD	NY	WHITE DOVE
91	GRAND UNION CO THE		WATERFORD	NY	WHITE DOVE
91	GRAND UNION CO THE		WAVERLY	NY	WHITE DOVE
25	SCHAFER STORES CO INC	43	SCHENECTADY	NY	WHITE DOVE
62	FISHER BROS CO THE	98	CLEVELAND	OH	WHITE MONDAY
99	SAFENAY STORES INC		AMARILLO	TEX	WHITE MAGIC
35	SAFENAY STORES		BUTTE	MON	WHITE MAGIC
10	SAFENAY STORES INC		DALLAS	TEX	WHITE MAGIC
20	SAFENAY STORES INC		DENVER	COL	WHITE MAGIC
21	SAFENAY STORES INC		EL PASO	TEX	WHITE MAGIC
81	SAFENAY STORES INC		JERSEY CITY	NJ	WHITE MAGIC
61	SAFENAY STORES INC		KANSAS CITY	MO	WHITE MAGIC
54	SAFENAY STORES INC		LITTLE ROCK	ARK	WHITE MAGIC
56	SAFENAY STORES INC	275	LOS ANGELES	CAL	WHITE MAGIC
56	SAFENAY STORES INC	1	OAKLAND	CAL	WHITE MAGIC
99	SAFENAY STORES INC		OKLAHOMA CITY	OKL	WHITE MAGIC

344X

J. L. Brunett  
Refinery Store Inc.

6 mass.  
J. L. Brunett  
J. L. Brunett  
J. L. Brunett



myy

Division

29	SAFEMAY STORES INC	OHAMA	NEB	WHITE MAGIC	Safemay Stores, Inc.	
30	SAFEMAY STORES INC	OHAMA	NEB	WHITE MAGIC	"	
23	SAFEMAY STORES INC	PHOENIX	ARI	WHITE MAGIC	"	
57	SAFEMAY STORES INC	2 PORTLAND	ORE	WHITE MAGIC	Safemay Stores, Inc.	
85	SAFEMAY STORES INC	35 SAN DIEGO	CAL	WHITE MAGIC	"	
97	SAFEMAY STORES INC	SALT LAKE CITY	UTA	WHITE MAGIC	"	
59	SAFEMAY STORES INC	SEATTLE	WAS	WHITE MAGIC	"	
60	SAFEMAY STORES INC	SPOKANE	WAS	WHITE MAGIC	"	
64	SAFEMAY STORES INC	WASHINGTON	DC	WHITE MAGIC	"	
98	SAFEMAY STORES INC	WICHITA	KAN	WHITE MAGIC	Safemay Stores, Inc.	13 x 1 1/2 x 1 1/2
1	WALGREEN DRUG STORES	CHICAGO	ILL	WHITE NAVY	Martins Union Co.	
79	NATIONAL FOOD STORES	ST LOUIS	MO	WHITE TOP	Super Elixir	2 yrs.
61	CONSUMERS WAREHOUSE MARKETS	4 SPRINGFIELD	MO	WHITEX	New Way Products Co.	2 yrs.
56	SHOPPING BAG FOOD STORES	32 LOS ANGELES	CAL	WHITEX	Jefferson Mfg.	
97	WINEGARS SUPER MARKETS INC	4 BOUNTIFUL	UTA	WINEGARS	Jefferson Mfg.	2 yrs.
56	WRIGLEYS MARKETS	2 INGLEWOOD	CAL	WRIGLEYS	Jefferson Mfg.	4 yrs.
25	BAYLESS A J MARKETS INC	24 PHOENIX	ARI	X O X		
62	REGOS STOP N SHOP	2 WESTLAKE	OHIO	XCELL O	Keller's Co.	
56	YOR WAY MARKETS	9 COMPTON	CAL	YOR WAY	Jefferson Mfg.	8 yrs.

348X

FEDERAL TRADE COMMISSION  
DEPT. OF JUSTICE

**Respondent's Exhibit No. 71 A-N, for Identification**  
**(not admitted into evidence)**  
**Competitive Liquid Bleach Promotions**

Rx71 Q

COMPETITIVE LIQUID BLEACH PROMOTIONS

	Factory Allowance	Retail Allowance	Free Goods to the Dealer	Premiums	Advertising & Merchandising Plan	One Free with One, etc.	Cents Off	Count & Percent	Incentive Premium to Dealers	Outgoing	Contract	Special Displays	Miscellaneous
ARMER'S A-1 (1995-1998)	8-11-98 3-10-98 4-04-98 4-30-98		3-03-98 4-03-98 5-05-98 6- - -98 11- - -98 11- - -98 11-09-97 6-06-98 9-05-98 9-10-98 9-18-98 10-04-98 10-10-98 10-29-98	8-28-98 10-03-98 10-31-98		7-17-98 7-19-98 9-05-98 9-13-98 10-10-98	12-05-95 10-27-96 12-15-96 1-26-97 3-22-97 1-03-98 1-10-98 2-08-98 3- - -98 5-24-98		11-03-96 3-23-97 4-28-98 10-10-98	6-29-97 1-25-98 4-28-98 7-11-98 7-17-98 9-12-98 9-25-98		3-07-98 4-26-98 6-13-98 10-31-98	7-13-97 104 to wild. greeny als mm

346X

**BARCLAY BLEACH**

(1995-1998)

**BLEACH**

(1995-1998)

**WET BLEACH**

(1995-1998)

**BLEACH GEL**

(1998)

**CLARO**

(1995-1998)

5-25-98

3-29-98

4-13-98  
4-21-98

3-15-98

COMPENSATION AND REWARD PROVISIONS

	Factory Allowance	Retail Allowance	Free Goods to the Dealer	Freight	Advertising & Merchandising Plan	On Free with Cos, etc.	Costs Off	Cost & Percent	Incentive Premium to Dealers	Company's Contingent	Special Rewards	Miscellaneous
CIA-MEXICO (1976-1978)	7-30-56		7-30-57 8-20-56 8-17-56	2-08-57	7-09-56						10-10-56	10-10-56 Invited agents & buyers of 1st- high base, to 1 day at command for 2nd time.
MEXICO (1977-1978)	11-09-55 12- -55 10-08-56 10-09-56 3-08-57 10-08-57 11- -57 3-27-58 5-09-58 5-09-58 5-09-58 5-09-58 5-09-58 7-25-58	11-05-55	3-10-56 3-16-56 3-30-56 3-05-56 6- -56 11-17-56 11-30-56 12- -56 (all years) 5-01-57 10-11-57 1-02-58 2- -58 3- -58 3-11-58 3-16-58 6-09-58	5-05-56	11-04-55 2-25-56 2- -56 10-08-56 8-01-57 10-10-57 3-27-58 4-10-58 NET. 5-09-58	5-27-58 9-18-58	3- -57 10- -57 11- -57 1- -58 5-02-58 8-28-58 9-02-58 9-10-58 9-11-58 10-17-58 10-24-58 10-31-58	10-17-55 6- -56 8-01-57 4-09-58 5-02-58	3-28-58 10-24-58			
MEXICO (1977-1978)											10-18-57	
MEXICO (1977-1978)											1-18-58	
MEXICO (1977-1978)											7-09-58	

COOPERATIVE LIQUID WEAPONS PROGRAM

Partnership Allotments	Retail Allotments	Free Goods to the Retailer	Advertising & Merchandising Plan	One Free with One, etc.	Costs Off Account	Incentive Premiums to Dealers	Coupons	Quartermaster	Special Mailings	Miscellaneous
<b>NAVY MEMORANDUM</b>										
<b>(1996-1998)</b>										
		2-03-56								
		2-17-56								
		4-06-56								
		5-04-56								
		5-05-56								
		6-01-56								
		11-03-56								
		3-30-57								
		4-02-57								
		8-01-58								
		8-03-58								
		3-03-59								
		5-03-59								
		7-03-59								
		8-03-59								
		9-03-59								
		10-03-59								
		11-03-59								
		12-03-59								

348X

NAVY MEMORANDUM  
(1997)

NAVY MEMORANDUM  
(1998-1999)

10-12-57

10-12-57

1-03-58

12-03-58



**COMPETITIVE LIQUID MARKET PROMOTIONS**

Factory Allowance	Mail Allowance	Free Goods to the Dealer	Premiums	Advertising & Merchandising Plan	Use Free with One, etc.	Cents Off	Coupon Account	Incentive Premium to Dealers	Coupon	Contest	Special Displays	Miscellaneous
FLORIDA MILK (1955-1956)	3-25-57	11-11-55 1-31-56 5-05-56 5-15-56 5-25-56 6-05-56 6-25-56 6-35-56 8-05-56 9-25-56 10-05-56 11-25-56 11-28-56 2-05-57 3-05-57 4-25-57 5-27-57 6-05-57 6-25-57 7-13-57 8-10-57 8-24-57 9-07-57 9-19-57 9-27-57 10-01-57 10-04-57 10-15-57 1-25-58 2-15-58 2-21-58 2-28-58 3-01-58 3-11-58 4-05-58 5-10-58 6-05-58 6-21-58 7-05-58 8-01-58 8-20-58 9-12-58 9-20-58	7-12-56 9-07-57 3-10-58 3-13-58 3-18-58 4-18-58	7-13-57 8-10-57 9-19-57 1-10-58 6-21-58 8-22-58 9-13-58 10-11-58	7-17-58 9-22-56	1955 3-21-56 5-02-56 5-25-56 6-05-56 6-18-56 6-30-56 8-03-56 9-05-56 10-22-56 11-22-56 3-15-57 6-15-57 7-27-57 8-01-57 10-01-57 8-16-58 9-27-58		3-01-57 10-05-57 11-02-57 4-28-58 7-10-58 6-28-58 7-18-58 10-18-58	10-1-57 1 free w/10 plus \$25 per mo. 10-24-57 Albers running Nutra. Contest Prizes 9/8 to 11/2/57. Substantial amt of floor displays. 9-15-58 104 a case Salem House. 10-11-58 P.N. March. by Purvis Corp.			

349X

**COMPENSATION AND BENEFITS**

	Partnership Allowance	Retail Allowance	Free Goods to the Dealer	Premiums	Advertising & Merchandising Plan	One Free with One, etc.	Cash Off Account	Count & Reconcil	Talentive Premium to Dealers	Contract	Special Figures	Miscellaneous
GAY (1977)												
GEORGE WEAVER (1976-1977)			8-27-56									3-27-57 National sales- man rec. 5¢ per case from the poker for ea. case sold.
GEO WARE (1976-1977)			5-29-56 11-28-56 1-26-57									
ELI LILLY (1976-1977)	10-13-56 8-28-57	5-21-56 5-31-56 8-30-56	2-16-57 3-21-57 4-26-57 11-28-57 11-29-57 1-11-58	1975 3-56 10-13-56 11-56 6-15-57 11-29-57 7-25-58	8-10-57		6-15-56 12-28-56 4-13-57 5-24-57 6-28-57 8-21-57 9-28-57 9-30-57 10-10-57 11-28-57 11-29-57 1-11-58 2-24-58 3-28-58 10-27-58	1976 1977 4-12-56 4-12-56 5-10-56 10-24-56	9-28-57 10-21-57 11-22-57	12-15-56 Paying out over 1977 calendar.		
WOOD ROBERTS (1976)												

350X

3-27-56

3-27-56

350X



COMPENSATIVE LIQUID NEARZ PROMOTION

	Bonus Allowance	Free Goods Dealer	Premium Plan	Advertising & Merchandising Plan	Gas Free with Gas, etc.	Cash Off	Count & Receipt	Incentive Premium to Dealers	Coupon	Contract	Special	Remarks
1953												
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2098												
2099												
2100												





**RECEIVED FROM SUPPLY MATERIALS**

[illegible]

3-22-36.  
1000 yd. bottles  
to be distributed  
free to consumers  
at opening of new  
store in Atlanta.

6-16-36  
1800 yds. given  
away at opening  
of Colonial Store,  
Cumbolton Place.

(continued)

**354X**

# INDUSTRIAL HYDRAULIC TECHNOLOGY

[illegible]

**NOVA CRUISE**  
**(continued)**

**355X**

100-1  
(1977-1978)  
3-13-78  
Ref. 3-03-78-  
3-12-78

CONTINUING LIQUID MARKET POSITIONS

	Factory Allowance	Retail Allowance	Free Goods to the Dealer	Premiums	Advertising & Merchandising Plan	One Free with One, etc.	Count & Percent	Exemptive Privileges to Dealers	Cashback	Special Handling	Miscellaneous
NET (1977-1998)		10-19-57 11-08-57	8-11-57 12-07-57							10-05-58	
NET-CLER (1996-1998)			5-08-56 11-17-56 12-07-56 1-15-57 2-08-57 3-04-57 1-09-58 1-20-58 2-15-58 2-27-58 2-11-58 2-09-58 3-01-58 3-03-58	1996							
356X											
NET-4-DAY (1996-1998)			8-08-58	6-08-58						10-04-58	
NET (1977-1998)			5-30-58								
NET-5-DAY (1996-1998)			3-12-56 4-05-56 4-08-56 4-08-56 3-15-57 10-05-57 12-05-57 4-11-58 5-12-58							12-13-57 3-01-58 7-08-58 8-08-58	



COMPETITIVE LIQUID HERALD PROMOTIONS

	Factory Allowance	Retail Allowance	Free Goods to the Dealer	Premium Plan	Advertising & Merchandising with One, etc.	Cash Off Account	Incentive Premium to Dealers	Coupon	Special Display	Miscellaneous
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NEW CREAM  
(1956-1958)

9-29-56  
10-31-56  
11- -56  
11-03-56  
10-25-58

NEW MILK  
(1958)

6-07-58

STB  
(1957-1958)

12-28-57  
6-30-58  
8-10-57  
9- -57  
11-30-57  
2- -58  
8-30-58  
9- -58

SPORTS  
(1958)

6-21-58

SHALLOT  
(1957-1958)

5-23-58

4-11-58

SHALLOT  
(1956-1958)

1956  
1957  
1958

1956

SHALLOT  
(1958)

1-06-58  
1-17-58  
10-15-58

NEW CREAM  
(1957-1958)

6-25-58  
10-04-58

357X

## CONTINUOUS LIQUID PHASE POLYMERIZATION

	Merchandise Allowance	Retail Allowance	Free Goods to the Dealer	Premium Plan	Advertising & Merchandising Plan	Gas Free with Gas, etc.	Cents Off	Count & Reconvert	Incentive Premiums to Dealers	Coupons	Outlets	Special Displays	Miscellaneous
WEEKS (1996-1998)	6-19-96 7-18-96		5-04-96 5-25-96 10-19-96 1-18-97 3-08-97 3-16-97 4-15-97 4-20-97 6-29-97 7-13-97 7-20-97 12-07-97 8-28-98 3-01-99 3-29-99 6-07-99 8-08-99	3-09-96 10-26-96 7-23-97			6-07-96 7-12-96 9-19-96 10-11-96 10-21-96 11-07-96 3-07-97 4-20-97 4-29-97 5-03-97	7-17-96 8-03-96 8-27-97	5-09-96 4-27-97 11-23-97 4-25-98			5-12-96 11-03-96 11-22-96 3-16-97 9-22-97 11-30-97 3-15-98 3-11-98 3-26-98 4-19-98 4-25-98	
358X													
WEEK (1997-1998)			3-23-97 5-22-97 6-28-97 11-01-98							11-08-97		11-01-98	
WEEK (1996-1997)			6-09-96	1997			3-28-97 4-02-97						
WEEK (1996-1997)	6-08-97 7-27-97		1-12-96 8-09-96 10-06-96 11-28-96 3-23-97										
WEEK (1997-1998)													9-27-97 12-11-97 12-25-97 12-10-98

**Wagon 11**

7-05-58

359X

Respondent's Exhibit No. 77A&B  
Letter, The Paul E. Kroehle Co. to Trimpe, dated  
November 10, 1958, with enclosure

RX. 77-A



## THE PAUL E. KROEHLE CO.

FOOD BROKERS

304 WESTERN RESERVE BUILDING  
1488-1470 WEST NINTH ST., N.W.

CLEVELAND 13, OHIO

November 10, 1958

PRIVATE BRANCH EXCHANGE

UPRIOR 1-4030

Mr. B. F. Trimpe  
The Clorox Co.  
OAKLAND, CALIFORNIA

Dear Bernard:

One of our buyers gave us the enclosed notice from  
Purex Corp., announcing the acquisition of John Puhl Products  
Co.

We know you are aware of this transaction, but  
thought you would be interested in the announcement if it  
had not reached you.

Sincerely,

THE PAUL E. KROEHLE CO.

Per *[Signature]*

Ossman:MC

cc A.G.L.

360X

FEDERAL TRADE COMMISSION  
DOCKET NO. 6361      RESPONDENT EXHIBIT NO. 77-A  
IN THE MATTER OF The Procter & Gamble Company  
GAVE 2 ON OVS SPWITNESS *TRIMPE*  
ACE REPORTING CO. Official Reporter  
By *E. MANICK*



PUREX

## PUREX CORPORATION, LTD.

9300 RAYO AVENUE • SOUTH GATE • CALIFORNIA

October 29, 1958

### To Customers of Purex Corporation:

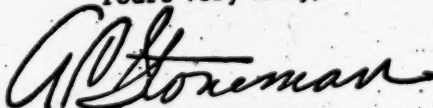
We announce with pleasure that effective October 27, the John Puhl Products Company division of Sterling Drug, Inc. has been acquired by the Purex Corporation, Ltd. It will continue operations as a separate division of Purex with headquarters in Chicago under the direction of Mr. Stanley H. Kord, President of the John Puhl Products Co., who has been elected a Vice-President of Purex.

As you know, Purex is a rapidly growing business, manufacturing such well-known products as Liquid TREND, Dry TREND, BEADS O'BLEACH, PUREX Liquid Bleach, SWEETHEART Soap, DUTCH CLEANSER and BLU-WHITE Bluing. Recently the Allen B. Wrisley Company of Chicago, a pioneer soap and toiletries manufacturer, was acquired by Purex. Prior to this, Purex acquired the Manhattan Soap Company of New York, and the Dutch Cleanser Division of Cudahy Packing Company.

The acquisition of John Puhl Products Company includes FLEECY WHITE Liquid Bleach, MAGIC Bleach, LITTLE BO-PEEP Ammonia, and LITTLE BOY BLUE Liquid Bluing. There will be no change in current sales policies and the salesmen and brokers of the John Puhl Products Company will continue to solicit orders for their line of products as in the past.

Your continued cooperation will be appreciated.

Yours very truly,



A. C. Stoneman  
President

FEDERAL TRADING COMMISSION  
 RECEIVED  
 IN THE  
 DATE 2/19/59 BY VILAS S. S. S. S.  
 AG REPORTING CO. (off. Report)  
 By S. S. S. S.

PX-78

LIQUID HOUSEHOLD BLEACHES - 32 OZ. EQUIV. UNITS

	<u>Clorox</u>	<u>Bright Sail</u>	<u>% Bright Sail Is of Clorox</u>
1st 1/2 1957	14, 372, 418	12, 093, 060	84%
2nd 1/2 1957	15, 799, 324	13, 734, 146	87%
1st 1/2 1958	14, 563, 540	12, 913, 268	89%

**362X**

Respondent's Exhibit No. 82  
Kroger Company (Chicago Division) Sales of  
Liquid Bleach

IN THE MATTER OF THE ESTATE OF KROGER COMPANY (CHICAGO DIVISION) SALES OF LIQUID BLEACHES

GALLON EQUIVALENTS

1 2 3 6

	<u>Clorox Gallons Share</u>	<u>Linco Gallons Share</u>	<u>Fleecy White Gallons Share</u>	<u>Sav-A-Day Gallons Share</u>	<u>Total</u>				
Quarts	29436	37.5%	27633	35.1%	21519	27.4%	78588		
1/2 Gal.	28827	31.1	37536	40.6	26157	28.3	92520		
Gal.	20492	24.0	42788	50.0	22208	26.0	85488		
Combined	78755	30.7%	107957	42.1%	47676	18.6%	22208	8.6%	256596

1st Eight Periods 1957 (Jan. - Aug.)

	<u>Clorox Gallons Share</u>	<u>Linco Gallons Share</u>	<u>Fleecy White Gallons Share</u>	<u>Sav-A-Day Gallons Share</u>	<u>Total</u>
Quarts	19284 40.3%	16299 34.0%	12324 25.7%		47907
1/2 Gal.	18966 33.2	22365 39.2	15762 27.6		57093
Gal.	14996 24.9	27736 46.0		17580 29.1	60312
Combined	53246 32.2%	66400 40.2%	28086 17.0%	17580 10.6%	165312

12 Months, Aug. 1957 - Aug. 1958

	<u>Clorox Gallons Share</u>	<u>Linco Gallons Share</u>	<u>Fleecy White Gallons Share</u>	<u>Sav-A-Day Gallons Share</u>	<u>Total</u>
Quarts	31551 35.1%	30570 34.0%	27708 30.9%	-----	89829
1/2 Gal.	34881 32.5	40299 37.6	32004 29.9	-----	107184
Gal.	31420 27.9	47292 41.9	-----	34016 30.2	113728
Combined	97852 31.4%	118161 36.1%	59712 19.3%	34016 11.0%	309741

363X

Respondent's Exhibit No. 94  
Nielsen Food Index, Total Liquid Bleach Market—  
Total U.S. (including Clorox brand share),  
Aug. '52—July '58

NIELSEN FOOD INDEX

TOTAL LIQUID BLEACH MARKET - TOTAL U.S.

CONSUMER DOLLAR BASIS

CLOROX MARKET SHARE

	<u>TOTAL LIQUIDS</u>		<u>CLOROX</u>		<u>CHANGE IN SHARE</u>
	<u>SALES (000)</u>	<u>SHARE</u>	<u>SALES (000)</u>	<u>SHARE</u>	
Aug. '52 - July '53	\$71,571	100.0%	\$32,393	45.3%	
Aug. '53 - July '54	75,087	100.0	34,857	46.4	+1.1
Aug. '54 - July '55	82,070	100.0	38,627	47.1	+0.7
Aug. '55 - July '56	89,234	100.0	42,596	47.7	+0.6
Aug. '56 - July '57	95,948	100.0	46,470	48.4	+0.7
Aug. '57 - July '58	105,093	100.0	51,183	48.7	+0.3



Respondent's Exhibit No. 96  
Nielsen Food Index Liquid Laundry Bleach Stock  
Location Study

RX. 96 ~~7~~

FEDERAL TRADE COMMISSION  
DOCKET NO. 141 EXHIBIT NO. 96  
IN THE MATTER OF THE PROCTER & GAMBLE COMPANY  
DATE 25 Nov 58 WITNESS *Nielsen*  
ACE REPORTING CO. Circuit Reporter  
By *Ma*

NIELSEN FOOD INDEX

SPECIAL REPORT  
PREPARED FOR  
THE PROCTER & GAMBLE DISTRIBUTING COMPANY  
On  
STOCK LOCATION OF LIQUID LAUNDRY BLEACHES

AUGUST-SEPTEMBER 1958



"My experience in business is that *facts* are too little considered. It is difficult to get the facts—to get *all* the facts—but it is worth every effort. Then, with the facts before us, we try to approach a decision with an open mind."

*Alfred P. Sloan, Jr.*

## **A. C. NIELSEN COMPANY**

NEW YORK	CHICAGO	MENLO PARK
OXFORD, ENGLAND	TORONTO, CANADA	SYDNEY, AUSTRALIA
FRANKFURT/MAIN, GERMANY	LUCERNE, SWITZERLAND	DUBLIN, EIRE
AMSTERDAM NETHERLANDS	WELLINGTON, NEW ZEALAND	BRUSSELS, BELGIUM
STOCKHOLM, SWEDEN		
NIELSEN COUPON CLEARING HOUSE—CLINTON, IOWA		

**LIQUID LAUNDRY BLEACH**  
**STOCK LOCATION STUDY**

	Per Cent of Stores Stocking <u>Liquid Laundry Bleach</u>		Per Cent of All-Commodity Dollar Sales done by Stores Stocking <u>Liquid Laundry Bleach</u>	
	<u>Immediately Adjacent to Package Detergents or Toilet Soaps</u>	<u>Elsewhere in the Store</u>	<u>Immediately Adjacent to Package Detergents or Toilet Soaps</u>	<u>Else- where in the Store</u>
<u>All Stores.....</u>	<u>33.2%</u>	<u>66.8%</u>	<u>28.5%</u>	<u>71.5%</u>
Chains.....	22.2%	77.8%	18.6%	81.4%
Independents.....	34.0	66.0	35.3	64.7
Super Large....	34.2	65.8	33.7	66.3
Large.....	35.8	64.2	36.7	63.3
Medium.....	39.1	60.9	39.4	60.6
Small.....	31.2	68.2	32.1	67.9

**BARTH**  
J. BARTH & CO.

1957

R-97

COMPANY C AND COMPANY P

Using dividends and earnings as the determinant, logical value of Company C in exchange for Company P would be as follows:

1. Dividends

A. 1956  $\frac{\$1.70}{\$2.05}$  Co. C Dividend = .829, or .829 Co. P shares for 1.00 Co. C to allow Co. C stockholders the same yield they are now receiving.

2. Earnings

A. 1956  $\frac{\$2.70}{\$2.98}$  Co. C Earnings = .904, or .904 Co. P shares for each 1.00 Co. C to allow Co. C stockholders equivalent earnings for 1956.

B. Average 3 Year Earnings 1954-56

$\frac{\$2.40}{\$2.85}$  Co. C Average 3 Year Earnings = .843 Co. P for each 1.00 Co. C

C. Average 5 Year Earnings 1952-56

$\frac{\$2.13}{\$2.56}$  Co. C Average 5 Year Earnings = .831 Co. P for each 1.00 Co. C

D. Estimated Current Year Earnings

$\frac{\$3.32}{\$3.24}$  Co. C Estimated Current Year Earnings = 1.02 Co. P for 1.00 Co. C

E. Giving equal weight to A, B, C, and D (1956, average 3 year 1954-56, average 5 year 1952-56, and estimated current year earnings per share.

2A .904  
2B .843  
2C .831  
2D 1.020  
3.598 ÷ 4 = .899 Co. P shares for 1.00 Co. C share

3. Giving equal weight to dividends and composite earnings ratio (2E above), the result is .864 Co. P shares for each 1.00 Co. C share.

1. (Dividends) .829

2. E (Composite Above) .899

1.728 ÷ 2 = .864

Respondent's Exhibit No. 97, for Identification  
(not admitted into evidence)

Memorandum J. Barth & Co. 1957 (prepared by  
M. Hellman)

368X



RX108

1956-1957 Top Promotions of the Year Award  
Presented by Food Topics and Food Field Reporter

# GROCCERS VOTE TOP PROMOTION AWARD TO CLOROX.

THE 1957 CLOROX SPRING HOUSE-CLEANING PROMOTION has just been chosen by thousands of America's leading grocers as one of the top two most effective in-store promotions of the year!

A RECORD NUMBER OF MEMBERS OF THE FOOD TRADE participated in the balloting conducted by Food Topics and Food Field Reporter magazines in a nationwide survey covering period from July 1, 1956 through June 30, 1957. The votes... all by voluntary write-in... were cast by more than 4,200 men operating or serving over 120,000 retail food outlets, each grossing at least \$500,000 a year.

COMPETITION WAS INTENSE! An estimated 16,000 food store promotions were judged "in action" by the trade during the year. And it was from this tremendous number that the Clorox award-winning promotion was selected for honors...

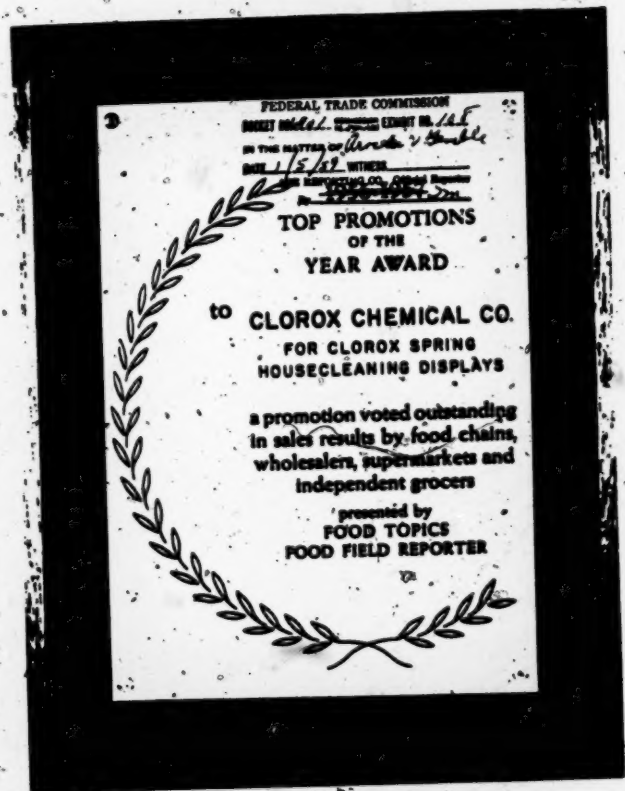
## ON THE BASIS OF OUTSTANDING SALES RESULTS!



**Remember: CLOROX IS A WINNER  
YEAR IN, YEAR OUT... America's  
largest-selling bleach and household disinfectant!**

That's why it pays to make sure that Clorox is featured consistently in store advertising and mass displays... that Clorox is given the shelf facings its sales warrant... and that ample reserve stocks are always available to avoid losing profitable Clorox sales.

369X



Respondent's Exhibit No. 112A-U  
United States Manufacturers of Liquid Bleach

R-112

UNITED STATES MANUFACTURERS OF LIQUID BLEACH

<u>MANUFACTURER</u>	<u>BLEACH BRAND</u>
*ABC Bleach Co. (Parent) 6651 Tireman Avenue Detroit, Michigan	ABC
Acqua-Lina Mfg. Co. 363-72 Cumberland Street Brooklyn 17, New York	Acqua-Lina
Active Bleach Co. 11811 Beulah Avenue Cleveland, Ohio	Active
Adirondack Chemical Co. 222 Margaret Street Plattsburgh, New York	X-Chlor
Allevato, Joseph 330 Glenn Street Johnstown, Pennsylvania	Snow White
American Bleach Manufacturing Company 1524 Arcade Avenue Louisville, Kentucky	Easy Way
American Brands Co. 1812 Ellen Road Richmond, Virginia	Washo
Anderson, E. H. 5115 N. E. Cleveland Portland, Oregon	Dan-Dee
Aunt Lena Chemical Product Co. 3215 S. Princeton Chicago, Illinois	
Austin, James, Company Valencia Road Mars, Pennsylvania	Sta-Brite Tops Austin's A-1 Sani-Clos Clover Farms

370X

\*White Flash Cleanser Co. (Subsidiary)

FEDERAL TRADE COMMISSION  
IN THE  
DATE 1/17/59  
4931

MANUFACTURER

B & W Bleach Co.  
Middleboro, Massachusetts

Baldwin Chemical & Specialty Co.  
81 Elsie Street  
Everett, Massachusetts

Barton Chemical Co.  
1230 W. 46th - U. S. Yards  
Chicago, Illinois

Biddeford Specialty Co. *357 main st*  
Biddeford, Maine

Bielidlo Packing Co.  
21 - 24th Street  
Brooklyn, New York

Bleach Products Co., Inc.  
517 Russell Street  
Charleston, West Virginia

Bleaching Products Mill  
Mill Street  
Ashland, New Hampshire

Blue Diamond Co. (No address - bleach sold  
off trucks)  
Brooklyn, New York

Blue Magic, Inc. (Owned by Prescott Company)  
27 - 8th Street  
Passaic, New Jersey

Blue Magic Company  
Lodge & Spruce Streets  
Wilson, North Carolina

Blue Ribbon Packing Co.  
1417 Bronx Avenue  
Bronx, New York

Brite House  
1050 W. Kinzie  
Chicago, Illinois

Brooklyn Laundry Prod. Co. (No address - bleach  
sold off trucks)  
Brooklyn, New York

BLEACH BRAND

Gold Crown

Best Wash

Sav-A-Day  
Little Mommie  
Progressive

Purool

Bielidlo

Blink

Wonder

Blue Diamond

Apex  
Bright Sail  
Speed Up  
White Magic

Easy Monday  
Spotless

Morex

Stately

Lav-X

MANUFACTURER

Caray Chemical Corp.  
Railroad Street  
Bridgeport, West Virginia

Carrier Chemical Co.  
71 Kaveny Avenue  
Chicopee, Massachusetts

Caso, Michael  
41 French Street  
Watertown, Massachusetts

Cato Chemical Co.  
1728 Mary Street  
Honolulu, T. H.

Champion Bleaching Water Co.  
36 Dartmouth Street  
Watertown, Massachusetts

Christy's Bleaching Water  
400 North Main Street  
Brockton, Massachusetts

Clean-O Chemical Co.  
1307 Taylor Avenue  
Bronx, New York

Clorinated Products  
3919 E. Baltimore Street  
Baltimore, Maryland

Cloro Bleach Co.  
44 East 1st Street  
New York, New York

Clorolene Cleanser Co.  
181 Louisiana Avenue  
Detroit, Michigan

Coastal Chemical Co.  
Telfair Road  
Savannah, Georgia

Columbia Bleach Co.  
12 Jewet Place  
Utica, New York

BLEACH BRAND

Aunt Jane's

Carrier  
Greylock

Caso's Bleach

M. K. Brand

Champion

Christy's

Clean-O

Laundre  
Lón-Dre'  
Ecco  
Fyne-Tex  
Gay  
Speed Up  
Big Valu  
Victory

Cloro

Super Clorolene Cleanser

Clo-White  
Dixie Home

Columbia



R-112-D

112-d

MANUFACTURER

Commercial Chemical  
1021 Summer Street  
Cincinnati, Ohio

Cosmo Washing Chemical Co.  
82 Cooper Street  
Brooklyn, New York

Crescent Bottling Works  
Dewey Avenue  
Little Falls, New Jersey

Cumberland Mfg. Co.  
501 - 25th Avenue No.  
Nashville, Tennessee

Cumberland Products Co.  
P. O. Box 123  
Fayetteville, North Carolina

Dana's, John, Co.  
229 Shasta Street  
Manchester, New Hampshire

Deer Head Chemical Co.  
92 Third Street  
Everett, Massachusetts

Delta Chemical Mfg. Co.  
2101 Washington Blvd.  
Baltimore, Maryland

Detelco Lab.  
1454 Holden Avenue  
Detroit, Michigan

Dolly Adams Food Corp.  
15132 Oxnard Road  
Van Nuys, California

BLEACH BRAND

Del Haven  
Dot  
Parkview  
White Cap  
Best White

Cosmo

Blue Ribbon  
Easy Bleach  
Spotless White

Britex

Super Bleach

Dana's

Deer Head

Capital  
Blue Grass  
White O  
Oxon  
Sun Pride  
Sunol  
Tru-White  
Del-Tox  
Pappas

Gordon's Fluffy  
Tom Boy  
O'Brien's  
American Cleanser  
Happy Holiday

Dale's  
Shopper's  
Lance

MANUFACTURER

Don's Chemical Co.  
Anchorage, Alaska

Du-Well Products Co.  
525 Chicopee Street  
Willimansett, Massachusetts

Eagle Chemical Works  
Rear 1610 Washburn Street  
Scranton, Pennsylvania

Electro Bleach Products Co.  
1628 West 134th Street  
Gardena, California

Ellwood City Chemical  
518 Glenn Avenue  
Ellwood City, Pennsylvania

Erbrich, J. H., Products Co.  
1120 E. 32nd  
Indianapolis, Indiana

E-Z Bleach Inc..  
94 Sawyer Street  
New Bedford, Massachusetts

Fidelity Bleach Co.  
5238 W. Washington  
Chicago, Illinois

Fischer, B., & Company  
585 Gerard Avenue  
New York, New York

G & G Chemical Co.  
Highpoint Avenue  
Hopewell, Virginia

BLEACH BRAND

Don's Arctic

Du-Well  
Big Y

Eagle  
Soltex

Electro

Shirley Ann

Blue Ribbon  
Ey-Clo  
Jackson Special  
Little Mommie  
Maloley's  
Ozark  
Pay Day  
Re Joyce  
Time Saver  
Little Sport  
Mary Ann

E-Z

White Arrow

374X

MANUFACTURER

Gardiner Mfg. Co.  
160 Van Rensselaer  
Buffalo, New York

Golden Bleaching Water Co.  
185 Park Street  
Medford, Massachusetts

Gonnella, Severino  
413 Woodruff Avenue  
Syracuse, New York

Gotham Chemical Co.  
183 Trautman Street  
Brooklyn, New York

Griffin, Donald E.  
1946 W. 69th  
Chicago, Illinois

Griffin Groceries  
111 S. Cherokee  
Muskogee, Oklahoma

Grocers Products Co.  
780 Madison Street  
Brooklyn, New York

Herman, Morton & Co.  
1539 N. Throop  
Chicago, Illinois

Hickory Chem. Laboratories  
787 Crooked Lake  
Angola, Indiana

\*Hilex Co.  
319 E. Kellogg Blvd.  
St. Paul, Minnesota

(Parent)

\*Home Chemical Company  
319 E. Kellogg Blvd.  
St. Paul, Minnesota

(Subsidiary)

Home Needs Company  
(Div., Safeway Stores)  
5201 East 60th Street  
Los Angeles, California

\* Home Chemical Company (Subsidiary)  
\*\*Hilex Co. (Parent)

BLEACH BRAND

"101"

Golden

Clean-All

Gotham

Griffin's

Ajax

Good Kind

Wsh-Wte

Energy  
Laundrex  
Le-Zure  
Hilex

Di-Zo

White Magic

375X

MANUFACTURER

Hood Chemical Co.  
80 Rittenhouse Place  
Ardmore, Pennsylvania

Hulman & Co.  
900 Wabash Avenue  
Terre Haute, Indiana

Hydrox Chemical Co. of Illinois  
225 W. Huron  
Chicago, Illinois

Hygiene Chemical Co.  
1532 High Street  
Richmond, Virginia

\*\*\*Hy-Lo Chemical Co. (Parent)  
359 N. E. Harrison  
Minneapolis, Minnesota

Hy-Tex Chemical Co.  
225 Delancy Street  
Newark, New Jersey

Ideal Laboratories  
3033 Preble Avenue  
Pittsburgh 33, Pennsylvania

Imperial Products Co.  
1600 Fountain Street  
Philadelphia, Pennsylvania

Independent Chemical Co.  
70-30 79th Place  
Brooklyn, New York

Inter Island Chem. Works  
518 Ward Avenue  
Honolulu, T. H.

International Chemical Water Co.  
8222 Eastwick Avenue  
Philadelphia, Pennsylvania

\*\*\*Vel Tex Chem. Co. (Subsidiary)

BLEACH BRAND

Beacon  
Bright Sail  
Hood 33  
Moonshine  
Speed-Up  
Trexler Park  
White Arrow  
Sun Glo

Miracle

Hygiene

Hy-Lo

Hy-Tex

Ideal

Independent Wash Compound

Bleachit

Fair Trade

376X

R-112-H

112-B



MANUFACTURER

Island Chemical Co.  
1350 Kamele Street  
Honolulu, T. H.

Javelux Products Co.  
511 Prescott Avenue  
Scranton, Pennsylvania

Jefferson Food Products Co.  
1542 Fishburn Avenue  
Los Angeles, California

Jerry Lee Chemical Co.  
North Palafox Street  
Pensacola, Florida

Keller Products Co.  
707 S. Front Street  
Columbus, Ohio

Kitzinger Company  
106 River Street  
Hollidaysburg, Pennsylvania

Kleen Brite Chemical Co.  
22 Nash Street  
Rochester, New York

Klor-X Products Co.  
5123 S. Leamington  
Chicago, Illinois

Koel Products Co.  
5506 Mitchell Street  
Detroit, Michigan

BLEACH BRAND

Bleacherex

Javelux

All American  
Bill's  
Cloc's  
El Rancho  
Food Giant  
Fox  
Gateway  
Hiram's  
Iris  
Jim Dandy  
Kory's  
S & F  
Whitex

White Swan

Dag  
Sun-Glo

Sno-Whyte

Bright Sail  
Pleezing  
Speed Up  
Sunny Sol  
Superior

X-It

MANUFACTURER

K O K Cleanser Co.  
861 Camden Avenue  
Columbus, Ohio

Konco & Sons  
7460 S. Vincennes  
Chicago, Illinois

Kormon Water Co., Inc.  
90 Howard Street  
Fall River, Massachusetts

Lady's Choice Foods  
4578 Worth  
Los Angeles, California

La Pulito Chemical Co.  
223 Charles Street  
Moosic, Pennsylvania

Laundry White Lab.  
2591 E. Grand Blvd.  
Detroit, Michigan

Lavo Company  
1243 N. Fifth  
Milwaukee, Wisconsin

B. Leto Packing Co.  
2120 Port Street  
New Orleans, Louisiana

Lily White Products Co.  
635 W. 47th  
Chicago, Illinois

Linco Products  
2155 W. 80th  
Chicago, Illinois

Linen White Corp.  
M. L. Freeman & C. M. Dossett  
Lakeview Road  
Hattiestburg, Mississippi

Linen White Products Co.  
P. O. Box 114  
Autryville, North Carolina

FIELD  
CHECKED  
1/12-1

BLEACH BRAND

K O K

Kormon Water

King Cole  
Hy-Pro  
Mayfair  
Sani-Clor  
Lady's Choice

La Pulito

Laundry White

Mag

Leto

Bright Sail  
Linco  
Laundry Maid

Linen White

Linen White

MANUFACTURER

Line-X Company, Inc.  
1602 East Street  
Iola, Kansas

Lisciva Co.  
824 Burnet Avenue  
Syracuse, New York

Lite House Bleach Co.  
22549 Cedar Point Road  
Cleveland, Ohio

Londra Bleach Products  
2659 S. St. Louis  
Chicago, Illinois

Lorenz, Harry H., Laboratories  
1650 Ballinger Avenue  
Pittsburgh 10, Pennsylvania

Lunox Chemical Works  
700 Mill Street  
Avoca, Pennsylvania

Made-Rite Products Co.  
262 North Main Street  
Manchester, New Hampshire

Magix Chemical Co.  
107 Hickory Street  
Scranton, Pennsylvania

Malamisura, A., & Sons  
4709 S. Avenue, Extension  
Youngstown, Ohio

Mar-Glo Chemical Company  
1501 Navarre Road  
Canton, Ohio

Marquette Chemical Corp.  
1785 Creston  
Muskegon, Michigan

Master X Bleach Company  
642 N. Tillamook  
Portland, Oregon

BLEACH BRAND

Line-X

Lisciva

Lite House

Lorenz

Blue Kitchen  
Clover Farm  
Energy  
High Mark  
Lehigh Valley  
Lunox  
Wilco  
Zep

Gagne  
Made Rite  
Laungene  
Warex  
Pennant

Magix

Queen

Chlorite

Master X

MANUFACTURER

McDonough Products Co.  
3221 S. Cushman Avenue  
Tacoma, Washington

Mel-O-Mix Co.  
432 East 16th Street  
New York, New York

Mezzacappa Products Co.  
17510 St. Clair Avenue  
Cleveland, Ohio

\*Miami Products & Chemical Co. (Parent)  
520 Lenoke Street  
Dayton, Ohio

Miracle Bleach Water Co.  
No. Windham, Maine

Mission Chemical Co.  
469 Tenth Avenue  
San Diego, California

Mitchelite Laboratories  
702 San Fernando Street  
San Antonio, Texas

Mon-D-Aid & Clenit Company  
400 State Street  
Butler, Pennsylvania

Moore, A. F., & Co.  
538 Franklin Street  
Worcester, Massachusetts

Morning Star Washing Fluid Co.  
24 East 31st Street  
Bayonne, New Jersey

Nethersqn, Charles H., So-Wite  
2060 Singleton Blvd.  
Dallas, Texas

Nevada Specialty Co.  
Henderson, Nevada

New Bright Chemical Co.  
7 N. Mississippi Avenue  
Atlantic City, New Jersey

\*Royal Souders, Inc. (Subsidiary)

BLEACH BRAND

Kleen-Eez

Jay-O-Mix

Mother's Washing

Jack & Jill

Miracle

Tell

Mon-D-Aid

Sno-Boy

White Star

So-Wite  
Bright Sail

Bleech-eze

New Bright  
Tru Valu



MANUFACTURER

New Castle Chemical Company  
Sampson Street Extension  
New Castle, Pennsylvania

New Castle Chemical Fluid Co.  
413 Denver Avenue  
New Castle, Pennsylvania

New England Bleaching *77 C. & S.*  
Auburn, Maine

No Boil Fluid Chemical Co.  
125. Crescent Street  
Jamestown, New York

No-Name Products, Inc.  
1218 W. Pierce Street  
Milwaukee, Wisconsin

Norris Chemical Co.  
Hopewell, Virginia

Northern Chemicals, Inc.  
27 Pine Street  
New Haven, Connecticut

Novel Wash Co., Inc.  
4045 Garfield Avenue  
St. Louis, Missouri

Novel Wash Products Co.  
431 E. North Avenue  
Milwaukee, Wisconsin

No-Worry Chemical Co., Inc.  
41 Manufacturers Place  
Newark, New Jersey

Nu-Kleensit Co.  
603 Arthur Street, S. W.  
Atlanta, Georgia

Nu Way Bleach Co.  
Eristow, Oklahoma

O-So-White Bleach  
17206 Lotus Drive  
Cleveland, Ohio

*R-112-L*  
FEDERAL BUREAU OF INVESTIGATION  
DOCKET NO. 112-L

BLEACH BRAND

Pennsylvania

Varachina

Blue Bell  
New England

No-Boil

White Basket

Ideal

Novel

Novel Wash  
High Power

No-Worry

Nu-Kleensit

Laundrex  
Nu Way

O-So-White

MANUFACTURER

O-So White Products Co.  
3766 W. 38th  
Chicago, Illinois

P & G Bleaching Water Co.  
185 Park Street  
Cambridge, Massachusetts

Patterson Laboratories  
11930 Pleasant  
Detroit, Michigan

Peoria Bleach Co.  
3401 N. E. Adams Street  
Peoria, Illinois

Piedmont Chemical Co.  
Old Mount Holly Road  
Charlotte, North Carolina

Polar Chemicals Inc.  
144 Howe Street  
Leviston, Maine

Police Products  
920 Catherine Street  
Utica, New York

Prescott, J. L., Co.  
27 Eighth  
Passaic, New Jersey

BLEACH BRAND

P & G

Patterson's

Peoria

Bright Sail  
Clo-White  
P. C. Bleach

Polar Bleach

Police

A. F. D.  
Apex  
Blue Magic  
Bright Sail  
Buddy  
Capital  
Clover Farm  
Co-op  
Dazzle  
Elm Farm  
Energy  
Fyne-Tex  
Globe  
Grisdale  
Hillbrite  
Keyco  
Kings  
Lily of the Valley  
Little Mommie  
Logon  
Mrs. Lane's  
Nako  
Penn Treaty  
Pleezing  
Plus  
Queen's Taste

382X

MANUFACTURER

Prescott, J. L., Co. (Cont'd)

Presto Chemical Co.  
432 East 162nd Street  
Bronx, New York

Price, John, Div. of Perloff Bros., Inc.  
Cayuga & Witaker Streets  
Philadelphia, Pennsylvania

Proxite Products, Inc.  
5102 Foster Avenue  
Brooklyn, New York

Pure White Washing Fluid Company  
324 Sims  
Ellwood City, Pennsylvania

Purex Corporation, Ltd.  
9300 Rayo Avenue  
South Gate, California

BLEACH BRAND

R. G. E  
Ramapo  
Rainbow  
Shoprite  
Speed-Up  
Stop & Stop  
Sun Dial  
Sun Pride  
Sunny Day  
United  
Unity  
Valley Forge  
White Dove  
Work-Wis

Presto

Garden

Spinners  
Key  
Bonnie  
Fair Mart

Pure-White

Alpha Beta  
Bright Sail  
Chef's Aid  
Cole's  
Cottage  
Crawford's  
Del Haven  
Elco  
Energy  
Finer  
Freeman's  
Fleecy White  
4-X  
Hi Power  
Household  
Hy Power  
Kalex  
Market Basket  
McCoy's  
McDaniel's  
Nu Clos

R-112-8  
112-0

MANUFACTURER

Purex Corporation, Ltd. (cont'd)

BLEACH BRAND

Pheasant  
Purex  
Ralph's  
Soft White  
Sonny Boy  
Sparkling White  
Sunshine  
Wash Tex  
Wash Wite  
W. P.  
Panex

Quick Labtrs. & Sales Co.  
1341 E. 75th  
Chicago, Illinois

Rad, Inc.  
1834 Broadway  
New York, New York

Rad

Radiant Wash Solution Co.  
421 2nd Street  
Olean, New York

Presto  
Radiant

Ramona & Perez  
2000 Bronx Street  
Bronx, New York

R & P

Record, Earl R.  
2327 S. St. Louis  
Chicago, Illinois

Red Circle Products  
234 Oraton Street  
Newark, New Jersey

Red Circle

Red Label Products  
34 East Kingston Street  
Lawrence, Massachusetts

Londaul

Reed Chemical Co.  
3415 N. Rorer Street  
Philadelphia, Pennsylvania

Arleen  
K & M

Reina Chemical Co.  
Ferry Road  
Leviston, Maine

Reinroc



MANUFACTURER

Re-Mu Bleach Co.  
4719 Clinton Road  
Cleveland, Ohio

\*Revell, P. H., Co. (Subsidiary)  
3 Green Street  
Woburn, Massachusetts

Rex-O-Lav Products  
157 West Clinton Street  
Poughkeepsie, New York

Riddle's Old Mission Bleach Co.  
827 Broer  
Toledo, Ohio

Roisman Products  
207 So. Compress  
Oklahoma City, Oklahoma

Roman Cleanser Co.  
2700 E. McNichols Road  
Detroit, Michigan

Rose Lux Chemical Co.  
301 Belmont Avenue  
Brooklyn, New York

Rox Chemical Mfg. Co.  
512 E. 8th Street  
Richmond, Virginia

\*Royal-Souders, Inc.. (Subsidiary)  
520 Lonoke Street  
Dayton, Ohio

S. S. Cleanser Co.  
1700 E. Broadway  
Des Moines, Iowa

Saber Chemical & Supply Co.  
32 Hood Road  
North Tewksbury, Massachusetts

Sacco, C. A., Chemical Co.  
1247 N. Monticello  
Chicago, Illinois

Sana Bleach Products Co.  
1257 Plainfield Avenue  
Cleveland, Ohio

\*Zippy Products, Inc. (Parent)  
\*\*Miami Products & Chemical Co. (Parent)

BLEACH BRAND

Re-Mu

Co-op Bleaching  
Nation Wide  
Beacon  
Supreme

Rex-O-Lav

Riddle's Old Mission

Durox  
Nu Cloz  
Santa Fe

Roman Cleanser  
No Boil  
"Fyne" Tex  
"325"

Associated AFS  
Rose-X  
Salley Shopwell  
So-White  
Dan's

Rox

Chlorite  
Energy  
No-Bott

Des Moines Cleanser  
Miracle Bleach

Saber

Sana-Bleach

385X

R-112-P

112-P

R-112-6

MANUFACTURER

Sandis Products  
3300 N. Kilbourn  
Chicago, Illinois

Sapo Elixir Co.  
800 E. Big Bend Road  
St. Louis, Missouri

Savol Bleach Co.  
433 Park Avenue  
East Hartford, Connecticut

Schwartz Co., Inc.  
Schwartz Chemicals  
1600 East 11th Street  
El Paso, Texas

Serge, Daniel  
1359 Locust Avenue  
Fairmont, West Virginia

Shirox Chemical Company  
5403 Herbert Way  
Pittsburgh 7, Pennsylvania

Sinclair Mfg. Co.  
Brown and Woodland Avenues  
Toledo, Ohio

Smith Chemical Products  
518 Kuwili Street  
Honolulu, T. H.

Smoky Mt. Distributors  
10 Sweeten Creed Road  
Biltmore  
Asheville, North Carolina

Sno-ee Products  
313 North Main Street  
Punxsutawney, Pennsylvania

Sno-Lene Products Co.  
1459 Nine Mile Road  
Ferndale, Michigan

Snow Clean Bleach Company  
3311 Davis Street  
P. O. Box 21055  
Houston, Texas

BLEACH BRAND

112-9

Bright Sail  
Energy  
Glo-X  
Hy-Klas  
Sapo  
Sweet Home  
Wash White  
White Top  
So White

Savol

Gleam Aid

Why Worry

Shirox

SIB  
Sunrae  
White Cross  
White Monday

Bleach

Sno-ee

Sno-Lene

386X

MANUFACTURER

Snowdrift Washing Fluid  
63 Heaton Avenue  
Norwood, Massachusetts

Snow White Chemical Co.  
1270 Broadway  
New York, New York

So White  
Plover, Wisconsin

So-Ry Products, Inc.  
Asheville, North Carolina

Spark-O-Bleach Washing Solution  
3337 West 59th Street  
Cleveland, Ohio

Speedy Cleanser Bleach Co.  
6520 Greenfield Ave.  
Detroit, Michigan (Dearborn)

Starlight Chemical Co.  
16 Cornella Street  
Pittston, Pennsylvania

Starlight Products  
24 Clinton Avenue  
Brockton, Massachusetts

Star Water  
67 Harrison Avenue  
Milford, Connecticut

Stavite Chemical Co.  
1101 South Streeper Street  
Baltimore, Maryland

Sunlight Chemical Corp.  
55 Pawtucket Avenue  
East Providence, Rhode Island

Sunny White Products  
2124 W. Pierce  
Chicago, Illinois

Sun-Ray Clóre Products Co.  
3233 W. Potomac  
Chicago, Illinois

Suntex Chemical Co.  
4001 Main Street  
Philadelphia, Pennsylvania

Superior Cleanser Co.  
4425 Cadillac  
Detroit, Michigan

Swartz, Orville J., Co.  
5217 Lake  
Melrose Park, Illinois

BLEACH BRAND

Snowdrift

SNOWDRIFT (60) — 712-R  
Snow White

So White

So-Ry

Spark-O-Bleach

Speedy

Starlight

Bleacho

Star Water

Stavite

Sunlight  
Moonlight  
Wesco

Suntex

Superior

• Pearl White Bleach

387X

R-112-S

MANUFACTURER

Sweet Clean Products Co.  
19601 Roseland Avenue  
Cleveland, Ohio

T & V Products Co.  
Providence, Rhode Island

Tardiff Bros., Inc.  
221 Goodell  
River Rouge, Michigan

Tesco Chemicals, Inc.  
1575 Northside Drive, N. W.  
Atlanta, Georgia

Texize Chemical Co.  
Laurens Road  
Greenville, South Carolina

Thompson's Bleach All  
1935 Fernhill  
Toledo, Ohio

Thoro Products Co.  
3240 Larimer  
Denver, Colorado

Thrifty Laundry Prod. Co.  
1727 Carpenter Street  
Philadelphia, Pennsylvania

Tileston Chemical Specialty Co.  
71 Tileston Street  
Everett, Massachusetts

Tobin & Mesirov Products  
3554 Hunter Street  
Los Angeles, California

Toc's Products, Inc.  
145 Seymour Street  
Syracuse, New York

Trager Mfg. Co.  
1015-1029 Price  
Scranton, Pennsylvania

BLEACH BRAND

Sweet Clean

Moderns

Javel Cleanser

Tes-Ted

Bright Sail  
Dixie Home  
Texize  
White Arrow

Thompson's Bleach

Thrifty  
Fyne Tex

Dandy  
Lilly-White

Finex  
Sav-Mor

Toc's

Glo-Wash  
Dr. Trager's



R-112-3

112-3

MANUFACTURER

Uddo, F., & Sons  
200 Bienville Street  
New Orleans, Louisiana

Universal Bleach Co.  
2416 65th Street  
Brooklyn, New York

\*Vel Tex Chem. Co. (Subsidiary)  
359 N. E. Harrison  
Minneapolis, Minnesota

Victors  
559 Wells Street  
Staubenville, Ohio

Wagner's Soap & Bleach Co.  
930 East Ohio Street  
Pittsburgh 12, Pennsylvania

\*White Flash Cleanser Co. (Subsidiary)  
6651 Tireman Avenue  
Detroit, Michigan

White Swan Products  
Lewiston, Maine

White Swan Washing Fluid & Mfg. Co.  
10 Joseph Street  
Moonachie, New Jersey

Whytee Products - Frank Lento  
Manufacturer of Household Products  
208 Ridge Avenue  
Funxsutawney, Pennsylvania

Wilbert Products Co., Inc.  
805 E. 139th Street  
New York, New York

Witch City Bleach Water Co.  
38 Margin Street  
Salem, Massachusetts

Wonder Chemical Co.  
520 Washington Avenue  
Philadelphia, Pennsylvania

\*Hy-Lo Chemical Co. (Parent)  
\*\*ABC Bleach Co. (Parent)

BLEACH BRAND

Sure-Klean

La Blancafina

Kleen-Eze

Victors Quick Wash

Wagner's

White Flash

White Swan

White Swan Washing Fluid

Javex Liquid Bleach

Witch City

Albro  
Alto  
Dove  
Fairlawn  
Garden  
Il Primo  
Kellogg

R-112-4  
No 6901 Exhibit No 112-4

MANUFACTURER

Wonder Chemical Co. (Cont'd)

Wonder White Chemical Co.  
863 Metcalf Street  
Wilkes Barre, Pennsylvania

Woodbury Distributing Co.  
310 North High Street  
Baltimore 2, Maryland

X-Cello Co.  
2177 West 44th Street  
Cleveland, Ohio

Zero Bleach, Inc.  
780 East 212th Street  
Cleveland, Ohio

\*Zippy Products, Inc. (Parent)  
3 Green Street  
Woburn, Massachusetts

\* Revell, P. H., Co. (Subsidiary)

BLEACH BRAND

Lesters Best  
Montco  
Pantry Pride  
Penn Treaty  
Poet  
Relco  
R. G. E  
Richmond  
Rival Blue  
Span  
Sylvia  
Tru-Valu  
Tux  
Unity

Central  
Town Topic  
Wonder White

Double OK

X-Cello

Zero

Zippy



Respondent's Exhibit No. 114  
Purex Corporation Ltd. Annual Report, Year Ended  
June 30, 1958  
**UNITED STATES OF AMERICA**  
**SECURITIES AND EXCHANGE COMMISSION**

*EX-114*

**ATTESTATION**

I HEREBY ATTEST that attached is a full, true and complete  
copy of:

Annual report to stockholders  
for year ended June 30, 1958 filed  
with this Commission October 13,  
1958 by Purex Corporation, Ltd.  
(File No. 2-2668), pursuant to In-  
struction F of Form 10-K as promul-  
gated under the Securities Exchange  
Act of 1934, as amended.

FEDERAL TRADE COMMISSION  
DOCKET NO. COM 1-114  
IN THE MATTER OF PUREX CORPORATION  
DATE 11/9/58  
ACE REPORTING CO., Official Reporter  
By *aw*

to file in this Commission

November 10, 1958  
(Date)

*Nancy H. Mattila*  
NANCY H. MATTILA  
DEPUTY RECORDS OFFICER

It is hereby certified that JAMES HINDLE, Records Officer of the Securities and Exchange Commission, Washington, D.C., which Commission was created by the Securities Exchange Act of 1934 (15 USCA Sec. 78a et seq.), is official custodian of the books and records of said Commission, and all books and records created or established by the Federal Trade Commission pursuant to the provisions of the Securities Act of 1933 and transferred to this Commission in accordance with Section 210 of the Securities Exchange Act of 1934, and was such official custodian at the time of executing the above attestation, and that Nancy H. Mattila, Chief, Section of Docket, Mail and File is his deputy.

391X

By the Commission

*Frank P. Sullivan*  
Secretary

## To the Stockholders and Employees

## of Purex Corporation, Ltd.:

The fiscal year of 1957-58 was one in which most American corporations were confronted with a period of declining sales and earnings. Purex Corporation, Ltd., in common with its competitors in the household cleaning field, demonstrated during that period its strong resistance to any general business recession. Consumption of household cleaning products per capita in the United States declined only slightly during the recession, and the net effect of this decline was partially offset by population growth.

Consequently I am pleased to report to you that this has been another year of growth in both sales and profits for your Company. Sales amounted to \$54,112,988, an increase of about \$3.8 million, or about 7%; and a new high for Purex. Net profits after taxes reached a record figure of \$2,094,274.

Your Board of Directors felt justified, therefore, in increasing the regular quarterly cash dividend from 25¢ to 27½¢ per share, or a new annual rate of \$1.10 per share. In addition, the Board declared a 4% stock dividend, payable September 30, 1958 to stock of record September 15th, in conformity to your Company's policy of augmenting cash dividends with a stock dividend, the amount being based upon earnings.

The acquisition of Allen B. Wrisley Company, a long-established and prominent manufacturer of soap and toiletry products with headquarters in Chicago, was completed June 5, 1958 through an exchange of one share of Purex stock for each six shares of Wrisley stock. About 98% of the Wrisley shares were exchanged for 49,145 Purex shares. This acquisition added about 600 new shareholders, increasing our total number of shareholders to over 4,000, and I would like to express formally a sincere welcome to these former Wrisley shareholders on the part of myself and my associates, and hope that they will find their participation in Purex ownership increasingly profitable in the future.

Wrisley's sales last year were about \$6,500,000, but the Wrisley sales figures were not included in your Company's 1957-58 total of \$54,112,988. The Wrisley line adds a number of other nationally-distributed products to the Purex line, not only in the household cleaning field but also in the drug, variety, and department store toiletries area. For the first time in our history we are now expanding into a marketing field outside the household cleaning industry, although it is closely related. We anticipate the opportunity not only of making substantial cost reductions in manufacturing, distributing and marketing Wrisley products but of securing added sales volume through our larger marketing organization when Wrisley grocery products are integrated into our sales operation.

We welcome to the Purex organization Mr. Wrisley B. Oleson, President of Allen B. Wrisley Company, and his associates. Mr. Oleson will head the Wrisley Division, selling to Drug, Department and Variety stores.

As our marketing opportunities, products, manufacturing plants, and sales territories increase, the importance of developing a competent organization of men and women to assume the increased burden of responsibilities increases also. Between 1947 and the past fiscal year, Purex sales increased over 600%. In that same period, top executive

operating management increased in number only slightly, but the middle management group has expanded greatly. I cannot over-emphasize that the future growth of Purex rests largely upon the shoulders of this management group.

From them we must not only have efficient and aggressive performance in current operations, but must also develop our top management and executives of the future. I think you will be interested in visualizing this management team for yourself, and that is the reason we are including on the last two pages of this annual report a list of the people on the Purex management team. Knowing these people as individuals, we are confident Purex has a sound foundation for future growth. As Purex grows, they must grow, and it is the responsibility of Purex top management to see that they reach the full potential of their talents through training and incentive.

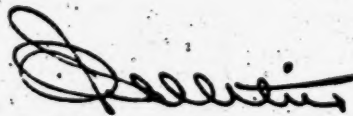
There are innumerable examples of the accomplishments of our management team in cost savings and product improvement which have contributed to Purex earnings and consumer acceptance.

As one example of the capacities of this group, I would like to point to an accomplishment that represents the first major improvement in the packaging of liquid bleach in the industry's history. One of the problems of the housewife using bleach in the home always has been the awkwardness and risk of handling the bleach bottle, especially the heavy half-gallon and gallon sizes. A task force of middle management people at Purex tackled this problem over two years ago, and despite seemingly insurmountable obstacles, they perfected the Purex patented "coffee-pot" or "pistol-grip" handle, which at last makes handling even a heavy gallon bottle of bleach safe and easy.

During the year the stockholders elected as a new member of the Board of Directors, to fill a vacancy, Mr. James A. Barnett, Vice President of Rexall Drug Company and formerly an executive for many years at Lever Brothers. We feel that Mr. Barnett, from his wealth of experience in the soap and toiletries marketing fields, can contribute greatly to the future guidance of Purex policies in both areas.

Purex stockholders residing east of the Rockies will be glad to know that Purex stock has been qualified by the National Association of Securities Dealers for listing in the national over-the-counter market which is quoted daily in all editions of the *Wall Street Journal*.

Once again I would like to express my appreciation to the 1800 employees of Purex Corporation, Ltd. for a job well done. They have again demonstrated their ability to cope with the many problems of change and adjustment that are the inevitable accompaniment of business growth.



CHAIRMAN OF THE BOARD AND CHIEF EXECUTIVE OFFICER



## New Sales and Earnings Records

Consolidated net sales of the Company for the year ended June 30, 1958 were \$54,112,988, an increase of \$3,819,491 or 7% compared with sales of \$50,293,497 reported for the preceding year.

Consolidated net earnings of the Company for the fiscal year ended June 30, 1958 were \$2,094,274, or \$2.51 per share on the average number of shares outstanding during the year. This compares with earnings of \$1,908,848 reported by the Company in the preceding year, equal to \$2.32 per share on the average number of shares outstanding. Both per share figures are after giving effect to stock dividend shares issued in September, 1957.

It should be noted that the figures above do not include operations of Allen B. Wrisley Company. Wrisley's operating results will not be consolidated with those of Purex until July 1, 1958, the beginning of our new fiscal year.

in excess of the minimum level required to be maintained under the terms of our long-term loan agreement with The Prudential Insurance Company of America. The preceding amounts in this paragraph include the respective figures of Allen B. Wrisley Company.

### Dividends

On July 30, 1958 the Board of Directors increased effective September 30, 1958 the quarterly dividend rate from 25¢ to 27½¢ per share, or at a new annual rate of \$1.10 per share. In addition, a 4% stock dividend was also declared, payable September 30, 1958. It is the policy of the Company to supplement regular cash dividends with a stock dividend, the amount of which is based upon the year's earnings. Stock dividends of 25% in 1951, 3% in 1956, 4% in 1957, and 4% in 1958 have been declared.

### Finance

Our financial position improved during the fiscal year just closed. Current assets, including cash and government obligations of \$3,119,318, amounted to \$14,779,876. Current liabilities, including liabilities for income taxes of \$1,816,439, amounted to \$6,432,315. Net working capital amounted to \$8,347,561, which was approximately \$1,947,561

Over two years ago Purex started work on this problem. Last year we designed, developed, with the aid of glass suppliers, and patented a new handle for the Purex bleach bottle. We call it the "coffee-pot" or "pistol-grip" handle. A scooped-out hollow in the top of the bottle under the handle provides ample hand room for grasping the handle easily and firmly. It permits pouring with one hand, even with the heavy gallon size, and no matter how wet and soapy the housewife's hand may be, it can be gripped safely without slippage. It was market-tested in 1957, and consumers were enthusiastic about it.

Our entire production of household liquid bleach is now being packaged in the new "coffee-pot" handle bottle, and is in distribution in every Purex liquid bleach market in this country and in Canada. The new bottle is being introduced with the support of heavy advertising, and as consumers discover the superiority of this useful product improvement we feel sure acceptance of our Purex liquid bleach will be greatly enhanced.

### ***Pine-Fresh Dutch Cleanser***

Eight years ago the scouring cleanser field was completely realigned as to relative market position of the national brands by the introduction of a sudsing type of cleanser which speedily won major consumer acceptance. In 1957 this event was repeated by an entirely new brand of cleanser containing a chlorine bleach in dry form and introduced with extremely heavy advertising and sales promotion. Sales of every national cleanser brand were seriously affected by the sudden shift of consumer acceptance to the new brand. Since then, all leading brands of cleansers, including Dutch Cleanser, have been reformulated to include a chlorine bleach ingredient.

The new Dutch Cleanser features its pine-fresh odor in addition to the superior performance of the new formulation, using the advertising theme "Brings Outdoor Freshness Into The Kitchen."

### ***Purex Bleach Bottle***

Since the beginning of the bleach industry, the container for household bleach has been the amber glass jug in traditional form. It was an awkward package, and in the half-gallon and gallon sizes it was heavy and badly balanced. When the housewife's hands were wet and sudsy from the laundry tub, the bleach bottle became even more difficult to handle. Housewives complained, but except for making the handle larger, no bleach manufacturer had been able to do anything about it.

## Plant Locations

Fifteen manufacturing plants span the United States and Canada, with packaging facilities in Mexico, Cuba, the Philippines and Australia.

### *Bleach and Detergent Plants:*

SOUTH GATE, CALIFORNIA  
(HOME OFFICE)  
ST. LOUIS, MISSOURI

### *Liquid Bleach Plants:*

ATLANTA, GEORGIA  
BRISTOL, PENNSYLVANIA  
DALLAS, TEXAS  
MEMPHIS, TENNESSEE  
NEW ORLEANS, LOUISIANA

SAN LEANDRO, CALIFORNIA  
TACOMA, WASHINGTON  
WESTON, ONTARIO, CANADA

### *Cleanser Manufacturing Plants:*

BRISTOL, PENNSYLVANIA  
EAST CHICAGO, INDIANA  
SOUTH GATE, CALIFORNIA  
SYDNEY, AUSTRALIA  
WESTON, ONTARIO, CANADA

### *Soap Manufacturing Plants:*

BRISTOL, PENNSYLVANIA  
BURLINGTON, IOWA  
OMAHA, NEBRASKA  
TORONTO, ONTARIO, CANADA

### *Toiletries Manufacturing:*

CHICAGO, ILLINOIS

### *Cleanser Packaging Plants:*

HAVANA, CUBA  
MANILA, P.R.  
MEXICO CITY, D.F.

Respondent's Exhibit No. 117  
 Nielsen Food Index Total Liquid Bleach Market (in-  
 cluding Purex brand share) Aug. '52-July '58

NIelsen FOOD INDEX

TOTAL LIQUID BLEACH MARKET - TOTAL U.S.  
CONSUMER DOLLAR BASIS - ADD 000  
PUREX MARKET SHARE

	<u>TOTAL LIQUIDS</u>		<u>PUREX</u>		<u>CHANGE IN SHARE</u>
	<u>SALES</u>	<u>SHARE</u>	<u>SALES</u>	<u>SHARE</u>	
August 1952 - July 1953	71,571	100.0%	12,706	17.7%	
August 1953 - July 1954	75,087	100.0	12,633	16.8	-0.9
August 1954 - July 1955	82,070	100.0	13,503	16.4	-0.4
August 1955 - July 1956	89,234	100.0	14,566	16.3	-0.1
August 1956 - July 1957	95,948	100.0	15,425	16.1	-0.2
August 1957 - July 1958	105,093	100.0	16,688	15.9	-0.2



Respondent's Exhibit No. 129A&B  
Memorandum Trimpe to Brown dated June 20,  
1958 Concerning "Atlanta-Quart Volume vs. Total  
Volume January, 1957-May, 1958"

FEDERAL TRADE COMMISSION

DOCKET NO. 62-1-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-1228-1229-1230-1231-1232-1233-1234-1235-1236-1237-1238-1239-1240-1241-1242-1243-1244-1245-1246-1247-1248-1249-1250-1251-1252-1253-1254-1255-1256-1257-1258-1259-1260-1261-1262-1263-1264-1265-1266-1267-1268-1269-1270-1271-1272-1273-1274-1275-1276-1277-1278-1279-1280-1281-1282-1283-1284-1285-1286-1287-1288-1289-1290-1291-1292-1293-1294-1295-1296-1297-1298-1299-1300-1301-1302-1303-1304-1305-1306-1307-1308-1309-1310-1311-1312-1313-1314-1315-1316-1317-1318-1319-1320-1321-1322-1323-1324-1325-1326-1327-1328-1329-1330-1331-1332-1333-1334-1335-1336-1337-1338-1339-1340-1341-1342-1343-1344-1345-1346-1347-1348-1349-1350-1351-1352-1353-1354-1355-1356-1357-1358-1359-1360-1361-1362-1363-1364-1365-1366-1367-1368-1369-1370-1371-1372-1373-1374-1375-1376-1377-1378-1379-1380-1381-1382-1383-1384-1385-1386-1387-1388-1389-1390-1391-1392-1393-1394-1395-1396-1397-1398-1399-1400-1401-1402-1403-1404-1405-1406-1407-1408-1409-1410-1411-1412-1413-1414-1415-1416-1417-1418-1419-1420-1421-1422-1423-1424-1425-1426-1427-1428-1429-1430-1431-1432-1433-1434-1435-1436-1437-1438-1439-1440-1441-1442-1443-1444-1445-1446-1447-1448-1449-1450-1451-1452-1453-1454-1455-1456-1457-1458-1459-1460-1461-1462-1463-1464-1465-1466-1467-1468-1469-1470-1471-1472-1473-1474-1475-1476-1477-1478-1479-1480-1481-1482-1483-1484-1485-1486-1487-1488-1489-1490-1491-1492-1493-1494-1495-1496-1497-1498-1499-1500-1501-1502-1503-1504-1505-1506-1507-1508-1509-1510-1511-1512-1513-1514-1515-1516-1517-1518-1519-1520-1521-1522-1523-1524-1525-1526-1527-1528-1529-1530-1531-1532-1533-1534-1535-1536-1537-1538-1539-1540-1541-1542-1543-1544-1545-1546-1547-1548-1549-1550-1551-1552-1553-1554-1555-1556-1557-1558-1559-1560-1561-1562-1563-1564-1565-1566-1567-1568-1569-1570-1571-1572-1573-1574-1575-1576-1577-1578-1579-1580-1581-1582-1583-1584-1585-1586-1587-1588-1589-1590-1591-1592-1593-1594-1595-1596-1597-1598-1599-1600-1601-1602-1603-1604-1605-1606-1607-1608-1609-1610-1611-1612-1613-1614-1615-1616-1617-1618-1619-1620-1621-1622-1623-1624-1625-1626-1627-1628-1629-1630-1631-1632-1633-1634-1635-1636-1637-1638-1639-1640-1641-1642-1643-1644-1645-1646-1647-1648-1649-1650-1651-1652-1653-1654-1655-1656-1657-1658-1659-1660-1661-1662-1663-1664-1665-1666-1667-1668-1669-1670-1671-1672-1673-1674-1675-1676-1677-1678-1679-1680-1681-1682-1683-1684-1685-1686-1687-1688-1689-1690-1691-1692-1693-1694-1695-1696-1697-1698-1699-1700-1701-1702-1703-1704-1705-1706-1707-1708-1709-1710-1711-1712-1713-1714-1715-1716-1717-1718-1719-1720-1721-1722-1723-1724-1725-1726-1727-1728-1729-1730-1731-1732-1733-1734-1735-1736-1737-1738-1739-1740-1741-1742-1743-1744-1745-1746-1747-1748-1749-1750-1751-1752-1753-1754-1755-1756-1757-1758-1759-1760-1761-1762-1763-1764-1765-1766-1767-1768-1769-1770-1771-1772-1773-1774-1775-1776-1777-1778-1779-1780-1781-1782-1783-1784-1785-1786-1787-1788-1789-1790-1791-1792-1793-1794-1795-1796-1797-1798-1799-1800-1801-1802-1803-1804-1805-1806-1807-1808-1809-1810-1811-1812-1813-1814-1815-1816-1817-1818-1819-1820-1821-1822-1823-1824-1825-1826-1827-1828-1829-1830-1831-1832-1833-1834-1835-1836-1837-1838-1839-1840-1841-1842-1843-1844-1845-1846-1847-1848-1849-1850-1851-1852-1853-1854-1855-1856-1857-1858-1859-1860-1861-1862-1863-1864-1865-1866-1867-1868-1869-1870-1871-1872-1873-1874-1875-1876-1877-1878-1879-1880-1881-1882-1883-1884-1885-1886-1887-1888-1889-1890-1891-1892-1893-1894-1895-1896-1897-1898-1899-1900-1901-1902-1903-1904-1905-1906-1907-1908-1909-1910-1911-1912-1913-1914-1915-1916-1917-1918-1919-1920-1921-1922-1923-1924-1925-1926-1927-1928-1929-1930-1931-1932-1933-1934-1935-1936-1937-1938-1939-1940-1941-1942-1943-1944-1945-1946-1947-1948-1949-1950-1951-1952-1953-1954-1955-1956-1957-1958-1959-1960-1961-1962-1963-1964-1965-1966-1967-1968-1969-1970-1971-1972-1973-1974-1975-1976-1977-1978-1979-1980-1981-1982-1983-1984-1985-1986-1987-1988-1989-1990-1991-1992-1993-1994-1995-1996-1997-1998-1999-2000-2001-2002-2003-2004-2005-2006-2007-2008-2009-2010-2011-2012-2013-2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-2265-2266-2267-2268-2269-2270-2271-2272-2273-2274-2275-2276-2277-2278-2279-2280-2281-2282-2283-228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K-129-12

**BAILEY BROTHERS, INC., ATLANTA, GEORGIA**  
**CLOCK SALES**

Period	Number of Cases		1 Quart Volume was of Total Volume			
	Quarts	Total	Month	Quarter	6 Mos.	Year
<b>1977</b>						
January	18,549	36,897	30.3			
February	14,592	29,477	49.6			
March	14,491	30,543	47.4			
Jan.-Mar.	47,632	96,917		49.1		
April	13,702	27,539	49.8			
May	31,548	59,996	52.6			
June	8,718	18,199	47.9			
Apr.-June	53,968	105,734		51.0		
Jan.-June	101,600	202,651			50.1	
July	17,441	37,712	46.2			
August	20,025	41,996	47.7			
September	18,502	37,346	49.5			
July-Sept.	55,968	117,054		47.8		
October	14,906	31,080	48.0			
November	15,135	33,803	39.0			
December	11,339	20,483	55.3			
Oct.-Dec.	41,380	90,377		45.8		
July-Dec.	97,348	207,431			46.9	
Jan.-Dec.	190,548	410,082				48.5
<b>1978</b>						
January	19,753	35,764	55.2			
February	11,493	24,572	46.8			
March	11,951	25,982	46.0			
Jan.-Mar.	43,202	86,318		50.0		
April	14,860	32,332	46.0			
May	15,436	33,363	46.3			
Apr.-May	30,296	65,695		2 Mos. 46.1		
Jan.-May	73,498	152,013			3 Mos. 48.3	

PRICE INCREASES PER CASE: 5/20/57 - 6¢ on Pts., Qts. and 1/2-Gals.; 8¢ on Gals.  
11/18/57 - 10¢ on 1/2-Gals.; 8¢ on Gals.  
1/15/58 - 10¢ on Qts.

398X

Respondent's Exhibit No. 134A&B  
 Nielsen Food Index—Liquid Household Bleaches—  
 Clorox Share of Market, 1953-1961. (32 oz.  
 Equivalent Unit Basis)

RX 134 A

TOTAL UNITED STATES

Nielsen - Liquid Household Bleaches

FEDERAL TRADE COMMISSION

BUCKET NO. 6241. EXHIBIT NO. 134-A

Summary of Clorox Share Changes

32 oz. Equivalent Unit Basis

IN THE MATTER OF Preston & Bantle  
 DATE 12-12-61 WITNESS Nicholson  
 ACE REPORTING CO., Official Reporter  
 By SBaithen

<u>Year Ended</u>	<u>Share</u>	<u>Point Change</u>
August 1, 1953	41.4	—
August 1, 1954	43.0	+ 1.6
August 1, 1955	44.0	+ 1.0
August 1, 1956	44.8	+ 0.8
August 1, 1957	45.3	+ 0.5
	Total Change	+ 3.9
	Average Annual Change	+ 0.975
August 1, 1958	45.8	+ 0.5
August 1, 1959	46.8	+ 1.0
August 1, 1960	48.8	+ 2.0
August 1, 1961	48.6	- 0.2
	Total Change	+ 3.3
	Average Annual Change	+ 0.825

Rx1346

FEDERAL TRADE COMMISSION  
DOCKET NO. 6901 EXHIBIT NO. 134-  
B

TOTAL UNITED STATES

NIELSEN - Liquid Household Bleaches - Consumer Sales Shares

Clorox Share of Market

32 oz. Equivalent Unit Basis

1952-53	A-S	41.2)		1957-58	A-S	45.5)	
	C-N	41.0)			C-N	45.2)	
	D-J	41.2)			D-J	45.5)	45.8
	F-M	41.6)	41.4		F-M	45.7)	
	A-M	41.1)			A-M	45.7)	
	J-J	42.5)			J-J	46.9)	
1953-54	A-S	43.0)		1958-59	A-S	46.5)	
	C-N	42.4)			C-N	45.8)	
	D-J	43.2)	43.0		D-J	47.0)	46.8
	F-M	43.4)			F-M	47.0)	
	A-M	43.0)			A-M	47.1)	
	J-J	43.1)			J-J	47.2)	
1954-55	A-S	43.4)		1959-60	A-S	47.9)	
	C-N	44.0)			C-N	48.9)	
	D-J	44.1)	44.0		D-J	48.6)	48.8
	F-M	44.3)			F-M	48.6)	
	A-M	43.9)			A-M	48.8)	
	J-J	44.4)			J-J	49.7)	
1955-56	A-S	44.5)		1960-61	A-S	49.2)	
	C-N	44.7)			C-N	48.9)	
	D-J	45.3)	44.8		D-J	49.1)	48.6
	F-M	45.3)			F-M	48.4)	
	A-M	44.8)			A-M	48.0)	
	J-J	44.1)			J-J	48.0)	
1956-57	A-S	44.9)					
	C-N	45.3)					
	D-J	45.4)	45.3				
	F-M	45.7)					
	A-M	44.9)					
	J-J	45.7)					



Respondent's Exhibit No. 135A&B  
 Nielsen Food Index—Liquid Household Bleaches  
 —Clorox Share of Market, 1953-1961.  
 (Consumer Dollar Basis)

RX 135A

TOTAL UNITED STATES

FEDERAL TRADE COMMISSION  
 DOCKET NO. 6961. EXHIBIT NO. 135A

Nielsen - Liquid Household Bleaches

IN THE MATTER OF Procter & Gamble

Summary of Clorox Share Changes

DATE 12-12-61 WITNESS Nichols

ACE REPORTING CO., Official Reporter

Dollar Basis at Cost Price to Consumer

By D. B. Smith

<u>Year Ended</u>	<u>Share</u>	<u>Point Change</u>
August 1, 1953	45.3	—
August 1, 1954	46.4	+ 1.1
August 1, 1955	47.1	+ 0.7
August 1, 1956	47.5	+ 0.7
August 1, 1957	48.4	+ 0.6
	Total Change	+ 3.1
	Average Annual Change	+ 0.775
August 1, 1953	49.7	+ 0.3
August 1, 1955	50.1	+ 1.4
August 1, 1960	51.8	+ 1.7
August 1, 1961	51.5	+ 0.1
	Total Change	+ 3.5
	Average Annual Change	+ 0.375

RX135B

TOTAL UNITED STATES

FEDERAL TRADE COMMISSION

DOCKET NO. 6401 EXHIBIT NO. 135-B

NITELSEN - Liquid Household Bleaches - Consumer Sales SharesClorox Share of MarketDollar Basis at Cost Price to Consumer

1952-53	A-S	45.0)		1957-58	A-S	48.4)	
	O-N	44.8)			O-N	48.2)	
	D-J	45.1)	45.3		D-J	48.6)	48.7
	F-M	45.6)			F-M	48.6)	
	A-M	44.9)			A-M	48.8)	
	J-J	46.2)			J-J	49.6)	
1953-54	A-S	46.5)		1958-59	A-S	49.6)	
	O-N	46.0)			O-N	49.3)	
	D-J	46.5)	46.4		D-J	50.3)	50.1
	F-M	46.8)			F-M	50.3)	
	A-M	46.4)			A-M	50.5)	
	J-J	46.3)			J-J	50.4)	
1954-55	A-S	46.5)		1959-60	A-S	50.9)	
	O-N	47.1)			O-N	51.9)	
	D-J	47.2)	47.1		D-J	51.7)	51.8
	F-M	47.4)			F-M	51.7)	
	A-M	46.9)			A-M	52.0)	
	J-J	47.5)			J-J	52.5)	
1955-56	A-S	47.3)		1960-61	A-S	52.4)	
	O-N	47.6)			O-N	52.0)	
	D-J	48.4)	47.8		D-J	52.3)	51.9
	F-M	48.6)			F-M	51.7)	
	A-M	48.0)			A-M	51.6)	
	J-J	47.3)			J-J	51.5)	
1956-57	A-S	48.0)					
	O-N	48.6)					
	D-J	48.4)	48.4				
	F-M	48.8)					
	A-M	48.0)					
	J-J	48.8)					

Respondent's Exhibit No. 136A-R  
 Nielsen Food Index—Liquid Household Bleaches—  
 By Nine Nielsen Territories—Clorox Share of  
 Market, 1953-1961 (32 Oz. Equivalent  
 Unit Basis)

RX 136 A

PACIFIC TERRITORY

Nielsen - Liquid Household Bleaches

Summary of Clorox Share Changes

32 oz. Equivalent Unit Basis

FEDERAL TRADE COMMISSION

DOCKET NO. 6701 EXHIBIT NO. 136A

IN THE MATTER OF Procter & Gamble

DATE 12-72-61 WITNESS Nicholson

ACE REPORTING CO., Official Reporter

By B. Barber

<u>Year Ended</u>	<u>Share</u>	<u>Point Change</u>
August 1, 1953	36.2	—
August 1, 1954	37.0	+ 0.8
August 1, 1955	37.4	+ 0.4
August 1, 1956	36.3	- 1.1
August 1, 1957	36.7	+ 0.4
	Total Change	+ 0.5
	Average Annual Change	+ 0.125
August 1, 1958	36.9	+ 0.2
August 1, 1959	37.2	+ 0.3
August 1, 1960	37.2	0.0
August 1, 1961	35.6	- 1.6
	Total Change	- 1.1
	Average Annual Change	- 0.275

Rx 136 B

Pacific Territory

FEDERAL TRADE COMMISSION

CCCTRY NO. 6901 EXHIBIT NO. 136-B

WEL-PR - Liquid Household Bleaches - Consumer Sales Shares

Clorox Share of Market

32 oz. Equivalent Unit Basis

1952-53	A-S	35.3)		1957-58	A-S	37.7)	
	C-M	35.2)			C-M	35.9)	
	D-J	36.5)	36.2		D-J	35.9)	36.9
	F-M	37.2)			F-M	36.5)	
	A-N	36.2)			A-M	36.6)	
	J-J	36.8)			J-J	38.2)	
1953-54	A-S	37.3)		1958-59	A-S	37.5)	
	C-M	37.0)			C-M	36.5)	
	D-J	36.4)	37.0		D-J	37.5)	37.2
	F-M	37.6)			F-M	36.3)	
	A-N	36.7)			A-M	37.1)	
	J-J	37.2)			J-J	37.7)	
1954-55	A-S	36.9)		1959-60	A-S	38.8)	
	C-M	36.3)			C-M	38.7)	
	D-J	37.6)	37.4		D-J	37.2)	37.2
	F-M	36.6)			F-M	36.1)	
	A-N	36.5)			A-M	35.8)	
	J-J	37.9)			J-J	36.4)	
1955-56	A-S	36.8)		1960-61	A-S	36.7)	
	C-M	36.9)			C-M	35.7)	
	D-J	36.6)	36.3		D-J	35.3)	35.6
	F-M	36.5)			F-M	34.7)	
	A-N	36.6)			A-M	36.2)	
	J-J	34.8)			J-J	35.0)	
1956-57	A-S	37.7)					
	C-M	36.6)					
	D-J	35.8)	36.7				
	F-M	35.5)					
	A-M	36.7)					
	J-J	37.7)					



RX136C

SOUTHWEST TERRITORY

Hilsen - Liquid Household Bleaches

Summary of Clorox Share Changes

32 oz. Equivalent Unit Basis

FEDERAL TRADE COMMISSION  
DOCKET NO. 4901  
COMMENTS EXHIBIT NO.

136C

<u>Year Ended</u>	<u>Share</u>	<u>Point Change</u>
August 1, 1953	46.3	—
August 1, 1954	47.1	+ 0.8
August 1, 1955	47.2	+ 0.1
August 1, 1956	47.3	+ 0.1
August 1, 1957	47.6	+ 0.3
	Total Change	+ 1.3
	Average Annual Change	+ 0.325
August 1, 1958	46.2	- 1.4
August 1, 1959	48.4	+ 2.2
August 1, 1960	48.5	+ 0.1
August 1, 1961	46.3	- 2.2
	Total Change	- 1.3
	Average Annual Change	- 0.325

405X

Rx 136 D

Southwest Territory

Clorox - Liquid Household Bleacher - Consumer Sales Shares

Clorox Share of Market

32 oz. Equivalent Unit Basis

FEDERAL TRADE COMMISSION  
DOCKET NO. 6101 COMPETITION EXHIBIT NO. 136-R

1952-53 A-S 45.4)  
C-N 45.8)  
D-J 46.9) 46.3  
F-X 46.5)  
A-M 46.5)  
J-J 46.9)

1953-54 A-S 46.5)  
C-N 46.6)  
D-J 46.3) 47.1  
F-X 47.2)  
A-M 47.1)  
J-J 47.1)

1954-55 A-S 46.4)  
C-N 46.6)  
D-J 47.3) 47.2  
F-X 47.9)  
A-M 46.9)  
J-J 46.2)

1955-56 A-S 45.8)  
C-N 48.2)  
D-J 48.5) 47.3  
F-X 47.7)  
A-M 47.3)  
J-J 46.5)

1956-57 A-S 47.7)  
C-N 47.6)  
D-J 45.0) 47.6  
F-X 46.4)  
A-M 47.7)  
J-J 47.5)

1957-58 A-S 47.1)  
C-N 47.1)  
D-J 46.7) 46.2  
F-X 46.0)  
A-M 45.0)  
J-J 47.4)

1958-59 A-S 48.7)  
C-N 48.0)  
D-J 48.3) 48.4  
F-X 48.6)  
A-M 48.1)  
J-J 48.5)

1959-60 A-S 48.6)  
C-N 48.1)  
D-J 48.0) 48.5  
F-X 47.0)  
A-M 49.2)  
J-J 45.8)

1960-61 A-S 47.8)  
C-N 47.3)  
D-J 47.4) 46.3  
F-X 45.4)  
A-M 46.7)  
J-J 45.3)

Rx 136 E

WEST CENTRAL TERRITORY

FEDERAL TRADE COMMISSION

Nielsen - Liquid Household Bleaches

DOCKET NO. 6781

EXHIBIT NO. 136-E

Summary of Clorox Share Changes

32 oz. Equivalent Unit Basis

<u>Year Ended</u>	<u>Share</u>	<u>Point Change</u>
August 1, 1953	26.6	—
August 1, 1954	26.7	+ 0.1
August 1, 1955	27.1	+ 0.4
August 1, 1956	29.0	+ 1.9
August 1, 1957	31.6	+ 2.6
	Total Change	+ 5.0
	Average Annual Change	+ 1.250
August 1, 1958	31.7	+ 0.1
August 1, 1959	32.3	+ 0.6
August 1, 1960	34.7	+ 2.4
August 1, 1961	35.8	+ 1.1
	Total Change	+ 4.2
	Average Annual Change	+ 1.050

407X

RX 136 F

West Central Territory

DOCKET NO. 690 / EXHIBIT NO. 136-F

CLOROX - Liquid Household Bleacher - Consumer Sales Shares

Clorox Share of Market

32 oz. Equivalent Unit Basis

1952-53	A-S	28.0)	1957-58	A-S	31.4)
	C-H	26.1)		C-H	31.3)
	D-J	25.1)		D-J	32.2)
	F-K	26.8)		F-K	30.9)
	A-H	25.2)		A-H	31.2)
	J-J	28.5)		J-J	33.4)
1953-54	A-S	27.1)	1958-59	A-S	33.2)
	C-H	25.7)		C-H	31.9)
	D-J	26.2)		D-J	32.1)
	F-K	27.4)		F-K	32.6)
	A-H	26.3)		A-H	32.5)
	J-J	27.2)		J-J	32.2)
1954-55	A-S	26.2)	1959-60	A-S	33.9)
	C-H	25.6)		C-H	33.2)
	D-J	26.7)		D-J	34.7)
	F-K	27.6)		F-K	36.2)
	A-H	27.7)		A-H	34.9)
	J-J	28.6)		J-J	35.5)
1955-56	A-S	28.5)	1960-61	A-S	35.1)
	C-H	27.7)		C-H	34.4)
	D-J	29.3)		D-J	36.7)
	F-K	28.5)		F-K	34.0)
	A-H	30.4)		A-H	36.0)
	J-J	29.1)		J-J	38.3)
1956-57	A-S	29.9)			
	C-H	31.4)			
	D-J	31.8)			
	F-K	33.3)			
	A-H	30.6)			
	J-J	32.4)			



RX136G

SOUTHEAST TERRITORY

FEDERAL BUREAU OF INVESTIGATION  
DOCKET NO. 6901 COMMISSIONER'S RESPONSE EXHIBIT NO. 136-  
G

Nielsen - Liquid Household Bleaches

Summary of Clorox Share Changes

32 oz. Equivalent Unit Basis

<u>Year Ended</u>	<u>Share</u>	<u>Point Change</u>
August 1, 1953	56.1	-
August 1, 1954	55.6	+ 0.5
August 1, 1955	53.9	- 1.7
August 1, 1956	52.9	- 1.0
August 1, 1957	50.9	- 2.0
		<hr/>
	Total Change	- 5.2
	Average Annual Change	- 1.300
August 1, 1958	51.5	+ 0.6
August 1, 1959	50.2	- 1.3
August 1, 1960	51.6	+ 1.4
August 1, 1961	51.7	+ 0.1
		<hr/>
	Total Change	+ 0.8
	Average Annual Change	+ 0.200

409X

RX136 H

Southeast Territory

WELSON - Liquid Household Bleaches - Consumer Sales Shares

COCKET NO. 6901 COMPANY RESPONSIBLE EXHIBIT NO. 136-H

Clorox Share of Market

32 oz. Equivalent Unit Basis

1952-53 A-S 56.1)  
O-N 57.4)  
D-J 57.3) 56.1  
F-M 55.8)  
A-X 54.4)  
J-J 55.3)

1953-54 A-S 56.6)  
O-N 56.3)  
D-J 56.9) 55.6  
F-M 55.9)  
A-X 54.4)  
J-J 53.3)

1954-55 A-S 53.8)  
O-N 55.0)  
D-J 55.0) 53.9  
F-M 54.5)  
A-X 52.8)  
J-J 52.0)

1955-56 A-S 52.5)  
O-N 53.2)  
D-J 55.0) 52.9  
F-M 53.6)  
A-X 51.0)  
J-J 52.2)

1956-57 A-S 52.6)  
O-N 52.8)  
D-J 51.2) 50.9  
F-M 51.3)  
A-X 48.0)  
J-J 49.7)

1957-58 A-S 51.9)  
O-N 51.5)  
D-J 51.3) 51.5  
F-M 51.9)  
A-X 50.7)  
J-J 51.4)

1958-59 A-S 51.0)  
O-N 49.5)  
D-J 50.1) 50.2  
F-M 49.9)  
A-X 50.1)  
J-J 50.4)

1959-60 A-S 49.5)  
O-N 51.0)  
D-J 52.3) 51.6  
F-M 52.8)  
A-X 51.7)  
J-J 52.3)

1960-61 A-S 52.4)  
O-N 52.3)  
D-J 52.0) 51.7  
F-M 52.0)  
A-X 51.1)  
J-J 50.5)

Rx 136 I

METRO CHICAGO TERRITORY

Klatsen - Liquid Household Bleaches

INTERNATIONAL TRADE COMMISSION  
DOCKET NO. 694  
EXHIBIT NO. 136-2

Summary of Glorox Share Changes

32 oz. Equivalent Unit Basis

<u>Year Ended</u>	<u>Share</u>	<u>Point Change</u>
August 1, 1953	23.1	—
August 1, 1954	22.8	- 0.3
August 1, 1955	23.8	+ 1.0
August 1, 1956	25.5	+ 1.7
August 1, 1957	25.3	- 0.2
	<b>Total Change</b>	<b>+ 2.2</b>
	<b>Average Annual Change</b>	<b>+ 0.55</b>
August 1, 1958	26.4	+ 1.1
August 1, 1959	25.8	- 0.6
August 1, 1960	28.7	+ 2.9
August 1, 1961	27.5	- 1.2
	<b>Total Change</b>	<b>+ 2.2</b>
	<b>Average Annual Change</b>	<b>+ 0.550</b>

Rx 136 J

Netro Chicago Territory

NIELSEN - Liquid Household Bleaches - Consumer Sales Shares

Clorox Share of Market

32 oz. Equivalent Unit Basis

DOCKET NO. 690/ EXHIBIT NO.

1952-53 A-S 24.0)  
O-N 23.8)  
D-J 22.4) 23.1  
F-M 22.3)  
A-M 23.3)  
J-J 22.9)

1953-54 A-S 23.7)  
O-N 22.3)  
D-J 22.4) 22.8  
F-M 21.9)  
A-M 22.6)  
J-J 23.7)

1954-55 A-S 23.4)  
O-N 23.7)  
D-J 23.7) 23.8  
F-M 23.3)  
A-M 23.6)  
J-J 25.0)

1955-56 A-S 24.8)  
O-N 25.5)  
D-J 26.5) 25.5  
F-M 25.8)  
A-M 26.4)  
J-J 23.5)

1956-57 A-S 25.0)  
O-N 24.5)  
D-J 24.7) 25.3  
F-M 26.5)  
A-M 26.0)  
J-J 25.3)

1957-58 A-S 26.1)  
O-N 26.2)  
D-J 28.0) 26.4  
F-M 25.7)  
A-M 25.6)  
J-J 26.9)

1958-59 A-S 25.7)  
O-N 23.7)  
D-J 26.2) 25.8  
F-M 26.7)  
A-M 24.5)  
J-J 25.5)

1959-60 A-S 25.5)  
O-N 28.0)  
D-J 29.6) 28.2  
F-M 28.4)  
A-M 30.0)  
J-J 25.1)

1960-61 A-S 27.6)  
O-N 25.0)  
D-J 26.4) 27.5  
F-M 27.7)  
A-M 28.7)  
J-J 25.5)



Rx136 K

EAST CENTRAL TERRITORY

Nielsen - Liquid Household Bleaches

Summary of Clorox Share Changes

32 oz. Equivalent Unit Basis

EXHIBIT NO. 136\*

<u>Year Ended</u>	<u>Share</u>	<u>Point Change</u>
August 1, 1953	32.5	—
August 1, 1954	35.0	+ 2.5
August 1, 1955	36.2	+ 1.2
August 1, 1956	37.5	+ 1.3
August 1, 1957	38.9	+ 1.4
		<hr/>
	Total Change	+ 6.4
	Average Annual Change	+ 1.600
August 1, 1958	41.1	+ 2.2
August 1, 1959	42.8	+ 1.7
August 1, 1960	45.3	+ 2.5
August 1, 1961	44.7	- 0.6
		<hr/>
	Total Change	+ 5.8
	Average Annual Change	+ 1.450

RX136 L

East Central Territory

COCKEY NO. 694 RESPONDENT EXHIBIT NO. 136-R

NEWMAN - Liquid Household Bleaches - Consumer Sales Shares

Clorox Share of Market

32 oz. Equivalent Unit Basis

1952-53 A-S 31.8)  
C-N 32.3)  
D-J 32.5) 32.5  
F-M 32.6)  
A-M 32.0)  
J-J 34.6)

1953-54 A-S 34.9)  
C-N 34.2)  
D-J 35.2) 35.0  
F-M 35.4)  
A-M 34.2)  
J-J 35.9)

1954-55 A-S 35.8)  
C-N 35.4)  
D-J 36.2) 36.2  
F-M 35.6)  
A-M 36.7)  
J-J 37.3)

1955-56 A-S 36.9)  
C-N 37.3)  
D-J 37.3) 37.5  
F-M 38.0)  
A-M 38.1)  
J-J 37.5)

1956-57 A-S 38.2)  
C-N 38.5)  
D-J 39.4) 38.9  
F-M 39.5)  
A-M 38.3)  
J-J 39.5)

1957-58 A-S 39.0)  
C-N 39.8)  
D-J 40.3) 41.1  
F-M 41.9)  
A-M 42.3)  
J-J 43.2)

1958-59 A-S 42.0)  
C-N 41.9)  
D-J 43.5) 42.8  
F-M 43.0)  
A-M 43.1)  
J-J 43.0)

1959-60 A-S 44.9)  
C-N 45.6)  
D-J 44.9) 45.3  
F-M 45.6)  
A-M 45.7)  
J-J 45.1)

1960-61 A-S 46.4)  
C-N 46.1)  
D-J 44.6) 44.7  
F-M 44.2)  
A-M 43.5)  
J-J 43.2)

Rx 136 M

MIDDLE ATLANTIC TERRITORY

Nielsen - Liquid Household Bleaches

Summary of Glorox Share Changes

FORM NO. 614

COMMISSION REPORT EXHIBIT NO. 136-14

32 oz. Equivalent Unit Basis

<u>Year Ended</u>	<u>Share</u>	<u>Point Change</u>
August 1, 1953	57.7	-
August 1, 1954	62.0	+ 4.3
August 1, 1955	65.1	+ 3.1
August 1, 1956	66.0	+ 0.9
August 1, 1957	66.6	+ 0.6
	<u>Total Change</u>	+ 8.9
	<u>Average Annual Change</u>	+ 2.225
August 1, 1958	65.8	- 0.8
August 1, 1959	66.6	+ 0.8
August 1, 1960	69.7	+ 3.1
August 1, 1961	67.7	- 2.0
	<u>Total Change</u>	+ 1.1
	<u>Average Annual Change</u>	+ 0.275

RX 136 N

Middle Atlantic Territory

DOCKET NO. 646/

RESPONDENT EXHIBIT NO. 136 N

WELFEN - Liquid Household Bleaches - Consumer Sales Shares

Clorox Share of Market

32 oz. Equivalent Unit Basis

1952-53 A-S 59.1)  
C-H 57.4)  
D-J 56.6) 57.7  
F-M 57.6)  
A-M 57.9)  
J-J 58.8)

1953-54 A-S 60.7)  
C-H 61.3)  
D-J 62.7) 62.0  
F-M 62.3)  
A-M 63.2)  
J-J 62.0)

1954-55 A-S 63.6)  
C-H 65.3)  
D-J 65.7) 65.1  
F-M 64.9)  
A-M 65.3)  
J-J 65.8)

1955-56 A-S 65.3)  
C-H 65.0)  
D-J 65.7) 66.0  
F-M 66.1)  
A-M 66.8)  
J-J 66.6)

1956-57 A-S 65.9)  
C-H 66.3)  
D-J 66.7) 66.6  
F-M 66.9)  
A-M 66.6)  
J-J 67.0)

1957-58 A-S 66.1)  
C-H 64.9)  
D-J 66.3) 65.8  
F-M 66.0)  
A-M 66.1)  
J-J 65.1)

1958-59 A-S 63.6)  
C-H 65.0)  
D-J 65.9) 66.6  
F-M 68.2)  
A-M 68.2)  
J-J 68.7)

1959-60 A-S 68.8)  
C-H 69.4)  
D-J 69.6) 69.7  
F-M 68.7)  
A-M 70.4)  
J-J 71.5)

1960-61 A-S 68.6)  
C-H 67.8)  
D-J 67.4) 67.7  
F-M 70.2)  
A-M 64.7)  
J-J 67.6)



Rx 136.0

METRO NEW YORK TERRITORY

DOCKET NO. 690/ ~~EXHIBIT NO.~~ EXHIBIT NO. 136-0

Kielsen - Liquid Household Bleaches

Summary of Clorox Share Changes

32 oz. Equivalent Unit Basis

<u>Year Ended</u>	<u>Share</u>	<u>Point Change</u>
August 1, 1953	58.3	—
August 1, 1954	58.4	+ 0.1
August 1, 1955	61.6	+ 3.2
August 1, 1956	61.6	0.0
August 1, 1957	61.0	- 0.6
	Total Change	+ 2.7
	Average Annual Change	+ 0.675
August 1, 1958	61.5	+ 0.5
August 1, 1959	61.9	+ 0.4
August 1, 1960	61.9	0.0
August 1, 1961	63.0	+ 1.1
	Total Change	+ 2.0
	Average Annual Change	+ 0.500

RX136 P

Metro New York

W.F.S.P. - Liquid Household Bleaches - Consumer Sales Shares

Clorox Share of Market

32 oz. Equivalent Unit Basis

EXHIBIT NO. 136-P

1952-53 A-S 58.4)  
O-H 59.3)  
D-J 57.3) 58.3  
F-M 58.3)  
A-M 59.1)  
J-J 57.6)

1953-54 A-S 58.9)  
O-H 56.5)  
D-J 58.3) 59.4  
F-M 58.3)  
A-M 58.7)  
J-J 59.6)

1954-55 A-S 60.8)  
O-H 61.4)  
D-J 59.9) 61.6  
F-M 61.8)  
A-M 62.6)  
J-J 63.2)

1955-56 A-S 62.2)  
O-H 62.0)  
D-J 63.0) 61.6  
F-M 62.6)  
A-M 60.9)  
J-J 59.1)

1956-57 A-S 58.6)  
O-H 61.2)  
D-J 60.4) 61.0  
F-M 62.9)  
A-M 63.0)  
J-J 59.6)

1957-58 A-S 60.5)  
O-H 60.6)  
D-J 60.3) 61.5  
F-M 62.7)  
A-M 62.1)  
J-J 62.8)

1958-59 A-S 61.6)  
O-H 61.3)  
D-J 63.0) 61.9  
F-M 61.4)  
A-M 61.3)  
J-J 62.5)

1959-60 A-S 62.1)  
O-H 63.2)  
D-J 59.7) 61.9  
F-M 60.4)  
A-M 61.5)  
J-J 64.5)

1960-61 A-S 64.1)  
O-H 63.1)  
D-J 64.9) 63.0  
F-M 62.4)  
A-M 62.9)  
J-J 60.7)

Rx 136 Q

NEW ENGLAND TERRITORY

FEDERAL TRADE COMMISSION  
DOCKET NO. 6784  
SUBCOMMITTEE REPORT EXHIBIT NO. 136G

Wielson - Liquid Household Bleaches

Summary of Clorox Share Changes

32 oz. Trivalent Unit Basis

<u>Year Ended</u>	<u>Share</u>	<u>Point Change</u>
August 1, 1953	33.7	—
August 1, 1954	37.1	+ 3.4
August 1, 1955	38.8	+ 1.7
August 1, 1956	42.6	+ 3.8
August 1, 1957	45.3	+ 2.7
	Total Change	+11.6
	Average Annual Change	+ 2.900
August 1, 1958	47.4	+ 2.1
August 1, 1959	54.3	+ 6.9
August 1, 1960	56.8	+ 2.5
August 1, 1961	60.8	+ 4.0
	Total Change	+15.5
	Average Annual Change	+ 3.875

RX 136 R

New England Territory

NIELSEN - Liquid Household Bleaches - Consumer Sales Shares

FEDERAL BUREAU OF INVESTIGATION  
EXHIBIT NO. 136-R

Clorox Share of Market

32 oz. Equivalent Unit Basis

1952-53 A-S 32.6)  
O-N 30.9)  
D-J 32.5) 33.7  
F-M 34.9)  
A-M 34.6)  
J-J 36.9)

1953-54 A-S 35.7)  
O-N 37.3)  
D-J 36.5) 37.1  
F-M 36.4)  
A-M 38.4)  
J-J 38.3)

1954-55 A-S 38.6)  
O-N 39.7)  
D-J 38.7) 38.8  
F-M 37.6)  
A-M 39.1)  
J-J 38.9)

1955-56 A-S 42.7)  
O-N 42.5)  
D-J 42.3) 42.6  
F-M 44.0)  
A-M 41.0)  
J-J 42.9)

1956-57 A-S 42.7)  
O-N 45.1)  
D-J 45.6) 45.3  
F-M 45.0)  
A-M 45.9)  
J-J 47.7)

1957-58 A-S 46.5)  
O-N 47.4)  
D-J 46.4) 47.4  
F-M 46.5)  
A-M 48.0)  
J-J 49.7)

1958-59 A-S 51.9)  
O-N 51.6)  
D-J 54.4) 54.3  
F-M 56.0)  
A-M 56.5)  
J-J 55.4)

1959-60 A-S 55.1)  
O-N 55.9)  
D-J 56.8) 56.8  
F-M 57.6)  
A-M 57.1)  
J-J 58.0)

1960-61 A-S 59.8)  
O-N 61.1)  
D-J 63.5) 60.8  
F-M 55.9)  
A-M 59.6)  
J-J 60.6)



Respondent's Exhibit No. 137  
Nielsen Food Index—Sales of All Liquid Household  
Bleaches—Other Than Clorox

TOTAL UNITED STATES

Nielsen - Liquid Household Bleaches

SALES OF ALL LIQUID HOUSEHOLD BLEACHES—OTHER THAN CLOROX

Prior to Acquisition

<u>Year Ended</u>	<u>32 ounce Equivalent Units</u>	<u>Consumer Dollars</u>
August 1, 1953	270,011,000	\$39,178,000
August 1, 1954	273,046,000	40,230,000
August 1, 1955	290,092,000	43,443,000
August 1, 1956	308,797,000	46,638,000
August 1, 1957	319,734,000	49,478,000

Subsequent to Acquisition

<u>Year Ended</u>		
August 1, 1958	329,656,000	\$53,910,000
August 1, 1959	345,726,000	56,287,000
August 1, 1960	346,038,000	56,197,000
August 1, 1961	365,354,000	59,254,000